

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXIX

NEW YORK, OCTOBER 15, 1914

No. 5



## A Southern Success

Ayer advertising is forwarding the prosperity of a great many Southern manufacturers. It was our successful work in this field which attracted to us The Reynolds Corporation, makers of cleansers and polishes, in Bristol, Tenn. This Company is located at the source of supply of an ingredient which makes the best basis obtainable for its product. Our close work with this client,

including the co-operating with its sales force in a number of cities, has been attended with great success. Sales growth has made advertising growth, until this business has become a first-rate advertising proposition of rare future possibilities. If you should write to this Concern as to our part in the development of the selling end of its business we feel confident that you will hear good reports of us.

N. W. AYER & SON

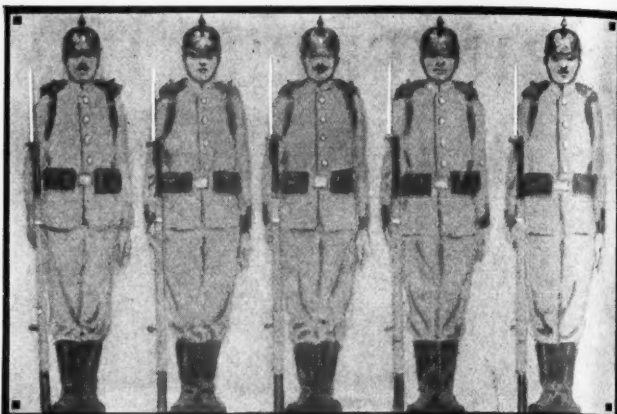
Philadelphia

New York

Boston

Chicago

(This is Advertisement Number Fifty-five of a Series.)



**The soldiers of Germany  
are uniformed in gray  
to make them inconspicuous**

***Colors are taboo because  
they attract attention***

Do you clothe all of your advertising in the dull gray of black type on white space? Have you realized the enormous advantage of such bold and brilliant colorings as those offered by car cards and posters? ***Think how striking this advertisement would be if it were dressed in blue and orange.***

Advertise your trade mark or package just as it is seen on the dealer's shelf. It is the only sure way of teaching the public to positively identify your goods; it prevents substitution.

**3,482,355**

is the average number of riders carried *daily* on the Subway and Elevated lines of New York, all transportation systems in Brooklyn, and one line in Queens. This is 67% of Greater New York's total passenger traffic, all under one advertising control. Our circulation statements are the official reports of the Public Service Commission.

**WARD & GOW**

50 Union Square

New York

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXXIX

NEW YORK, OCTOBER 15, 1914

No. 3

## Advertising as a Bankable Asset

By Edward Mott Woolley

AN Eastern manufacturing house, turning out a utility product designed largely for farmhouses, recently went to its bank for a loan of \$25,000. The banker was coldly agreeable to the manufacturer, and at once expressed serious doubts as to the possibility of the loan. However, he asked for a statement.

A few days later, when this statement had been prepared and turned over to the bank, another conference took place between the head of the house and the bank president.

"I notice," said the latter, "that your advertising expense for the last year just about equals \$25,000. How much are you going to put into advertising this coming year?"

"About the same amount," said the manufacturer.

"Then," the banker got back, "you are borrowing \$25,000 with which to advertise!"

"No; we want to borrow the money for the purchase of raw material, as usual. The European war situation has made it somewhat difficult for us to finance our business just now, and we need something more than our usual line of credit."

"But if you put \$25,000 into advertising, you are really borrowing the money to pay over to various publications. You aren't borrowing it for legitimate business purposes at all. You might as well come out openly and admit that you want this line of credit for advertising."

"You are wrong," returned the other, with some indignation. "We have never asked you for any money for the purpose of financing our advertising. We

aim to pay for that out of our profits. Your whole hypothesis concerning our plan of financing is wrong, and your conception of 'legitimate business purposes' is very erroneous, so far as it applies to us."

"I do not consider it perfectly legitimate at this time," retorted the banker, "to put \$25,000 into advertising, or to contract to do it. This is a time to trim your sails and cut down expenses. If you can eliminate \$25,000 of outgo, you will not need to borrow."

### A MANUFACTURER'S ARGUMENT WITH HIS BANKER

"We have already trimmed our sails to a considerable degree," said the manufacturer, "but we do not mean to shut down our plant if we can help it. The only way to keep it going at a profit is to continue to advertise our goods. We have been spending \$25,000 a year in periodicals, comprising magazines and farm publications, and our advertisements have given us our present volume of business. We know where the people are who want our goods, but we also know that they have to be told that we have these goods to sell. Once we did stop advertising, and our sales fell off seventy per cent before we woke up. Call it expense, if you will, but we have found it an expense that is more necessary than personal salesmanship."

"In ordinary times, perhaps, yes," acceded the banker. "Advertising may be all right, but when people haven't any money to spend, it is inexpedient to advertise—and ruinous."

"If the people didn't have money," exclaimed the other, in

some heat, "your contention would be right. But in our line, there are some seventeen million people in the United States who are better off this minute, so far as ability to buy is concerned, than they ever have been. How about our crops this year, and farm prices? The day of the pioneer farmer is about over. At least, a great mass of farmers are beginning to see that they are as good as city people and just as much entitled to farmhouse heating plants, plumbing, bathtubs, decent lights, and other modern conveniences. They are willing to buy these things, too. The European war isn't going to frighten the American farmer into another generation of primitive living. Why, the war is more likely to increase his ability to attain the modern plane of life. I am excluding the cotton farmers, too, from our present prospects. Even leaving them out, we have markets in sight that easily might keep our plant running day and night if we could work the field with thorough efficiency. Advertising, of the kind we are doing, comes nearest to efficiency of any selling method we have discovered. We simply cannot stop advertising."

To all this, however, the banker was invulnerable, and the loan was not made. His bank was very conservative, he said. The result is that the manufacturer, at this writing, is uncertain what course he can safely pursue.

One of his chief worries is this: "Will my competitors continue to advertise? If so, then I am apt to lose even more business than I would if all of us stopped advertising. The business will go to the houses that advertise, and those who do not will be forgotten."

He might go further and say:

"The banks that take so narrow a view of this great factor, advertising, are helping along the ruin of their own communities."

#### PART PLAYED BY BANKS IN PRESENT-DAY ADVERTISING

This European war situation, and the corresponding slump in the volume of advertising here in

America, does, indeed, furnish opportunity for some significant studies of the part played by banks in advertising campaigns. It is fortunate that many banks are broad in this respect, but, unhappily, there are more, perhaps, that still regard even the standard methods of publicity as speculative and of no value as a bankable asset. The banks in the great advertising centers, like New York and Chicago, are generally liberal in their view-point on advertising. In the smaller centers, the old distrust is often seen. This is true especially now.

An inquiry at some of the largest commercial banks in New York shows that loans are being made heavily, without regard to the advertising policy of the borrowers. Indeed, no inquiry is made in that respect, by the lenders. If a concern intends to put \$25,000 or \$100,000 into next year's appropriations, the sagacity of the managers is trusted for the result, just as it has been in the past. But reports from other places show decided conservatism and misunderstanding of the true mission of advertising. Some advertisers report that the decrease in their space has been due wholly to inability to procure raw material, and has no reference to inability to get money. Others say very emphatically that the raw material in their lines is available, but that their purchasing power has been seriously curtailed by the banks that pile up heavy reserve accounts, or discriminate in favor of non-advertising "conservative" manufacturers.

No doubt the non-advertising manufacturer, all conditions being equal, is entitled to consideration along with the advertising manufacturer, when it comes to a matter of borrowing money. But when a banker discriminates against an advertiser, on the very ground that he does advertise and thus piles up expenses that ought to be pruned, he shows a singular lack of analysis into the things that advertising has done—first for the advertiser, second for the community, and, third, for the bank itself.



Some recent statistics of national advertising bear strongly on this point. New England manufacturers, as a whole, have not been as open-minded toward advertising as have some other parts of the country. Just how this attitude of mind has been affected by the conservativeness of New England bankers is impossible to determine accurately, but to some extent this feeling was typified in the incident with which this article opens. It was a New England bank that wanted the advertising cut out. Now in six prominent periodicals, New England recently originated only one-third as much advertising as New York City alone. New York State, outside of the metropolis, supplied ten per cent more advertising than all of New England with its great manufacturing industries. Chicago and the manufacturers of Illinois and Indiana, originated more than twice as much as New England. Michigan alone invested in 64 per cent as much advertising as did all the six New England States. And Ohio paid for 73 per cent as much.

#### OPEN-MINDEDNESS NOT EVIDENT HERE

Then, in view of this situation, listen to the words of Alfred W. Donovan in a speech delivered several years ago to the Boston Boot and Shoe Club, of which he was president. This speech may be old now, but it has a new significance:

"The shoemakers and tanners of New England are too slow to recognize the importance of scientific and persistent publicity. We have got to do our merchandising and our advertising on the big, broad scale that marks the operations of our competitors. We have got to set forth New England quality and prestige in the advertising pages of newspapers, trade journals and magazines. It is the shame of New England that since the Civil War we have permitted three billions, of the four billion cases of shoes we have produced, to go forth without a single identifying mark. We live in an age when the big

headlines have the final argument. People who want business must advertise for it in a big, broad, intelligent and persistent way. When Western shoe cities are announcing their weekly shoe shipments in the advertising columns of the Boston daily papers, right here in the very heart of leatherdom, isn't it about time we rubbed the sleep out of our eyes and shook ourselves out of our intolerable New England complacency?"

#### COMMUNITY SHARES IN ADVERTISERS' SUCCESSSES

There is no doubt but that advertising shifts industrial communities. The advertiser of a reliable, marketable product draws to his community labor, retail trade, bank deposits and general prosperity. A group of advertisers may build up a city—like thriving Battle Creek, for example. A community whose manufacturers do not advertise is indubitably destined to play a secondary part in industry. These things may work out slowly—but Mr. Donovan's remarks are eloquent. So are statistics of advertising.

But New England is merely an incident in this article. It is not the purpose to single it out, for similar "conservatism" among bankers is apparent elsewhere. A banker in California once said, "Trade-marks bear an asset to a concern, but as a bankable asset they are 'N. G.'" A banker in New York State said, "We do not think that banks place any actual value on money spent for advertising, in considering a loan." Another banker, in Maryland, observed that "advertising goodwill is of no value as collateral."

In a small city of Pennsylvania, three advertising manufacturers, who really constitute the sum-total of the industry of the town, are to-day practically closed down because of the disinclination of the local banks to let them carry on their usual campaigns. The result is that the town is stagnated, the one savings bank losing deposits heavily, the merchants doing no business except in bare

necessities, and credit seriously overtaxed all around.

Here, you see, trade-marks as an asset are, in the words of the Western banker, "N. G." But, in reality, wouldn't those same trade-marks become a most valuable asset if properly handled at a time like this—valuable to that town itself?

#### HOW TOWN SUFFERS BY BANKER'S REFUSAL

In a New Jersey town—and this incident, like the others, comes from a large advertising agency—there is a manufacturer of specialties who has been obliged to reduce his advertising 75 per cent because his bank would not loan him money unless he did. As a consequence, he has been very chary about manufacturing his product, knowing that his sales will be light without the impetus furnished by his customary advertising media. Two hundred hands have been laid off.

"Now the inconsistency of this situation is curiously illustrated," said the man who related this episode, "by the fact that some of the retail merchants in that town are going to the bank for relatively large loans, and getting them. Except for the strain upon them caused by the laying off of the factory hands, they wouldn't need the loans. Thus the bank is loaning the money anyway, and the risk seems to be as great, or greater, than it would be had the credit been extended to the manufacturing house. This concern has a history showing long-continued moderate prosperity, based on persistent use of advertising space in marketing goods that are by no means luxuries. Some of these goods are in the nature of kitchen utensils. There are about twenty million kitchens in the United States—twenty million kitchens that haven't shut down on account of the European crime. Doesn't it stand to reason that these trade-marks could have a mighty substantial value to that New Jersey town just about this time? And if they could be of value to the town, why not to the bank? What is a bankable asset,

anyway? Is it merely a lot of accounts receivable and merchandise on hand and so-called liquid items that are actually visible? Could anything be more liquid than money that comes into a New Jersey town from New York State, Ohio, Iowa, Texas or Oregon? Cash that comes from outside a town is the real velvet—the thing that makes a town grow. Then why is a successful trade-mark wholly 'N. G.' when a manufacturer wants to borrow some money?"

#### WILL BANKS RETAIN EXPERT ADVERTISING ADVISERS?

The reason why it has been "no good" so often seems to lie in the misconception of modern advertising itself. The time is coming when the larger banks will have expert advertising men on their staffs. If this seems far-fetched, remember how, only a decade or two ago, there weren't any real credit men attached to banks. The president or cashier was credit man, but he carried the whole credit department in his head. Often he blundered, bestowed his favors on personal friends, and had nothing but guess and individual opinion to guide him. All this has been succeeded in the better-class banks by an expert credit system.

With the growing recognition of advertising as a necessary sales force, advertising methods must be made more and more a matter of study by the banks; and an advertising adviser, either as a member of the bank's actual staff or in the position of a counselor, might easily accomplish wonders in the legitimate development of a community and of the bank.

Suppose, for instance, that a manufacturer were to go to such a bank for a loan. Instead of brushing aside the advertising factor as worthless, what would the bank's advertising counselor do?

His first questions, most likely, would be:

"Has the manufacturer the right goods to be advertised, and, if so, are they being advertised in

(Continued on page 86)

# Protection and Sales

"Needlecraft" subscribers are protected from questionable advertising of every description. The following appears on the editorial page of every issue:

## "OUR MONEY-BACK GUARANTEE"

*"All advertisements appearing in Needlecraft are absolutely guaranteed. Your money will be promptly refunded, by the advertiser or by us, if you purchase goods advertised with us and they prove unsatisfactory. This applies equally to purchase made through your retail merchant or direct from the advertiser. The only condition is that in making purchases, the reader shall always state that the advertisement was seen in Needlecraft."*

A guarantee that protects the purchaser is a tremendous selling force, as witness its use by most advertisers. It is more forceful when the reader knows the guarantor than when he does not. Hence "Needlecraft's" guarantee that its advertisers are reliable is more powerful—more productive of confidence—than the advertiser's own guarantee.

"Needlecraft" also guarantees a paid-in-advance circulation to over 750,000 confident homes. Advertising rate, \$3.00 per agate line.

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**NEEDLECRAFT PUBLISHING CO.**  
NEW YORK CITY

WILL C. IZOR, Advertising Mgr.  
1 Madison Avenue, New York

JOHN GRANT, Western Mgr.  
30 No. Dearborn St., Chicago

*Member Audit Bureau of Circulations*

[illegible]

A Large Advertisement which appeared in the May  
Issue of Successful Farming

# Hitting the "Building Belt" Hard

Mr. Otto E. Sovereign, General Manager of the North American Construction Company, Bay City, Michigan, sells "Aladdin Read-cut Houses"—ready to be put up without any measuring and sawing.

He finds the farmer a very good customer because the farmer of today appreciates houses of good design such as those sold by Mr. Sovereign's company.

Of course, most of the company's business is in the territory where farmers do the most building—there is a "farm building belt" just as there is a "corn belt."

As Successful Farming more nearly covers this "farm building belt" than any other paper, Mr. Sovereign uses it to concentrate upon his best territory with his large copy.

It will pay other advertisers selling building materials (and

the other things that go into good farm houses) to follow Mr. Sovereign's idea and concentrate on the Great Wealth Producing Heart of the Country with campaigns in Successful Farming of sufficient size to tell their whole story.

Successful Farming is of special value to such advertisers for its editorial staff treats the farmer as an American citizen—who is desirous to live as other people,—and his wife as a home-maker of culture and refinement.

The advertising staff, working in connection with the editorial staff, has prepared a very thorough analysis of the buying power of the American farmer and the best methods of distribution to reach him. These are known as our Definite Data Maps. The map of the "building belt" shown below is a sample—the complete set includes 64 maps. These are for distribution to advertisers.

**E. T. MEREDITH**

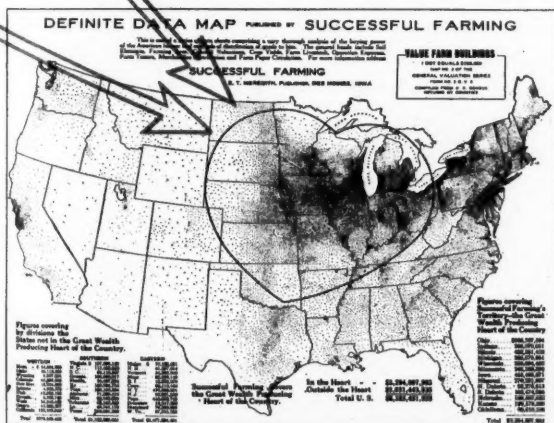
Publisher

**Successful**



**Farming**

**DES MOINES, IOWA**



A Definite Data Map showing the location of the "Farm Building" belt. One dot represents \$200,000 worth of farm buildings.

## Need for New Practices in Buying Printing

Some Tips from the Experience of  
a Big National Advertiser—  
"Quality" Printers Can't Com-  
pete with Those Organized to  
Produce Cheaper Grades—Com-  
petitive Dummies Unwise

By O. C. Harn

Adv. Mgr., National Lead Co.

**T**HE advertising manager is likely to have the broadest kind of an outlook upon the question of buying printed matter, for he buys everything, from the most exacting color work down to the plainest of envelope enclosures or hasty circular announcements.

No buyer, therefore, is confronted more often with the incongruity of a manufacturer's trying to pose as a Tiffany in his trade and at the same time scrambling for the cheapest kind of work. There is only one thing more amazing, and that is to find the printer who is equipped only to do the ordinary grades of work, bidding confidently for a chance to do the finest illustrated booklets.

I was talking last week with the secretary of a company which builds the highest grade of railroad passenger cars. I asked him if they built street-cars also. He said they made them occasionally, but they did not go after that kind of work because they could not compete with those especially equipped to do the plain-er sort of construction.

You will find this discrimination in nearly every line of manufacture, yet it seems to me the idea is but slowly gaining ground in the manufacture of printed matter.

The printer who is splendidly equipped to do long runs of the plain Mary Jane sort of work at an attractive price is a mighty welcome gentleman, and we would not exchange him for the flossy

fellow who can do as many stunts with a little red and gray ink and a piece of paper as the black-art gentleman can with a rabbit and a borrowed hat.

But when the plain Mary Jane printer gets ambitious and tries to do Gladys and Gwendolin stuff, he makes trouble all around; for his competitors who really know how, for us buyers, whom he disappoints, and for himself, whom he fools.

It is just as unsatisfactory, also, for the so-called quality printer to attempt the other kind of work.

A high-priced house with high-priced workmen, a high overhead for art staff, and a morgue where expensive and unbought dummies repose, must charge, and generally does charge, too much for a long run of plain envelopes or one-color envelope enclosures. Such a printer generally tries to justify the price on the ground that all printed matter should be high grade, and, being high grade, his work is worth the extra money.

The first part of the claim is true, but, admitting that there is a quality way and a sloppy way of doing even the simplest job, you know as well as I that the Mary Jane printer can do Mary Jane printing as well as the flossy printer, and at less cost.

There is a lot of hocus-pocus practiced by printing salesmen in their attempts to justify their prices. That's all right. I presume they are sorely put to it sometimes to keep the business going; with the awful handicap of an estimating department which thinks it is making money for the house by merely putting down a lot of figures and adding 25 per cent here and there!

A salesman for a high-grade house which I had patronized extensively could not bear to see any of our work getting away from him. He found he was always too high on medium-grade work, so he came to me with this bold proposition: I was to tie up to his company for all my printing requirements, taking their word or a glimpse at the cost-

Address Oct. 8, before Convention of United Typothetae, and Franklin Clubs of America, at New York.

sheets, as I might see fit, to satisfy myself that I was not "getting stung." In return I would get a service that would repay me many fold and in the end I would be ahead. I believe he believed in his proposition, but I did not take him up, because I knew that his cost-sheets would make part of the work look fair, which was not economical for me. The trouble would have been not with his margins but with his costs.

Possibly some of you are thinking that if all printers were as advanced as you are on cost analysis there would not be such a discrepancy between the bids of these two classes of printers. I think there would be. If I am right in my contentions there is a fundamental difference in the conditions, and there should be. But a thorough knowledge on the part of every printer of just what his costs are would aid greatly in bringing all bids up to the level of the highest, but in clearly showing to each class the necessary dividing line between their fields.

I will admit, moreover, that the proper figuring of costs might very likely produce a leveling upwards among some printers, and to this the reasonable buyer would not object. The greater certainty that he was buying right would offset the wrench suffered by his purse-strings.

As a further offset, however, I would suggest that there is something which the manufacturer of fine advertising booklets could do to reduce the high cost of angling for the elusive prospect. What about these expensive dummies of which I have spoken?

Could we not get rid of them for the good of both parties?

I have nothing against the dummy itself. I like to see what I am going to get in the finished book. What grates on me is the thought of all those I am never going to see in a finished book. Who is to pay for them? I pay for them, of course, together with a host of other buyers who never had any interest in these dummies.

I am well aware that the average buyer has not enough imagination to construct your artist's idea in all its beauty of color and delicate tracery from the rough pencil sketch. That is a sufficient justification for the dummy, but not for the competitive dummy. That's the varmint I am shooting at—the competitive dummy.

The architect does not, except in the most important monumental work, make competitive plans. Neither should the printer.

#### IS THERE SUBSTITUTE FOR THE COMPETITIVE DUMMY?

Whenever an established custom is attacked it is fair to ask the iconoclast what he would put in its place. I don't know that I can suggest a satisfactory plan. We buyers are the greatest obstacle to the reform. We like to have a goodly number of different men's ideas before us to choose from, and as long as we know that we will pay for the dummies submitted to the other fellow, anyway, we feel we might as well plunge on a few ourselves. A fellow is likely to take three when the cigars are passed at a dinner, or have his glass filled oftener, when it all comes out of his ten dollars.

Why could it not become an established rule that the printer should sell his services to a new customer on an exhibit of his past performances and leave the development of the new idea for the present job until after the printer has been retained? Then the customer could have as many dummies as he wished to pay for.

The buyer might object at first that this would put only a limited number of brains to working for him. Not so. The printer could go wherever he pleased for ideas, and would do so if he knew that every dummy would be paid for by the client.

This would cut out much of the gamble there now exists in high-class advertising printing, enabling the printer to make a reasonable profit on all kinds of work and distribute the charges equably upon his clients.



## Name "Onyx" Covers Underwear As Well As Hosiery

**Lord & Taylor Protected Against  
the Use of "Onyx" by Cincinnati  
House—Hosiery a Generic Term,  
Including Underwear—Secondary  
Meaning of Word "Onyx" Up-  
held by U. S. District Court**

**I**N the case of Lord & Taylor against Harris Wolf and others, of Cincinnati, involving the use of the plaintiffs' well-known trade-mark, "Onyx," as applied to underwear, United States District Judge Sater has handed down a decision upholding the right of Lord & Taylor to the exclusive use of the trade-mark as applied to underwear as well as hosiery, basing the decision to a large extent upon the holding that hosiery is a generic term, which includes underwear of all kinds as well as stockings and socks.

Reviewing the history of the famous trade-mark, the court finds that it was registered by Lord & Taylor in 1887, and has been used ever since on their goods; that it was actually used on their line of underwear for a period of seven years from 1897, being discontinued in that connection because of changes in style; and that when Lord & Taylor re-registered the trade-mark in 1907, for use in connection with hosiery, the registration was sufficiently broad to cover its use on underwear as well.

This conclusion followed naturally from the court's holding, after a review of the standard dictionaries, that hosiery includes underwear. The court went back to the earliest use of the word, finding that in the Middle Ages "hose" meant a garment covering the person from the waist to the feet, and that later it applied only to the covering of the upper leg, the comparatively new term "stockings" being used in the sixteenth century to apply to the covering of the lower leg and foot. As to the present under-

standing of the term, the court said:

"The terms 'hose' and 'hosiery,' as known to the present trade, are understood to relate to socks and stockings. It is also true that stockings and underwear are made of the same materials in the same mills, are sold by jobbers and traveling salesmen who handle both, are bought by ultimate consumers, and sold to them by the same clerk over the same counters, and are displayed and advertised together by wholesalers and retailers."

With reference to the contention of the defendants, doing business as Wolf & Sons, who sought to register "Onyx" as a trade-mark for use in connection with a line of underwear, that Lord & Taylor had abandoned the use of the trade-mark in that connection, and were, therefore, entitled to it only in connection with socks and stockings, the court said:

"The broadening by the re-registration in 1907 of the articles to which plaintiff's trade-mark may apply, and the prompt defense of its right to use its trade-mark on underwear following the defendant's application for its trade-mark, do not consist with an intention of abandonment. The plaintiff has offered evidence, as it may do, as to a mental state, to show that no such intention has ever existed, but that its purpose is as circumstances warrant to apply such trade-mark to such species of hosiery as it may hereafter deem advisable. The intention to abandon is not shown. The Onyx trade-mark has been extensively advertised, at great cost. The goods bearing it are sold and well known throughout the United States and in many foreign countries. They bear an excellent reputation for quality. There is much undisputed reliable evidence that the word 'Onyx' has become so connected with the plaintiff's goods as to mean 'Lord & Taylor,' and that any article of hosiery, using the term in its broad sense, sold under the name 'Onyx,' would be understood to

mean the goods of Lord & Taylor. It is clear to my mind that the use of the defendant's trademark is calculated to induce a purchaser, exercising such care as buyers commonly use, to purchase the goods of the defendant in the belief that they are those of the plaintiff."

It was held, further, that the use of other marks by Lord & Taylor, in connection with underwear and other goods, constituted no argument against their use on the same goods of the "Onyx" mark, the court saying in this connection:

"That goods carrying the trademark 'Onyx' are also branded 'Merode,' 'Harvard Mills,' or 'Crestwood' does not militate against plaintiff's contention. A given class of goods of different grades may bear different trade names, each indicating origin and ownership, and at the same time a particular grade of goods. A familiar illustration is seen in men's collars, such as those bearing the 'E. & W.,' 'Arrow' and 'Lion' trade-marks, each bearing also another name, as, for instance, 'Redman,' 'Valcourt,' 'Burlington' and the like."

In view of the court's holding on these points, a decree was issued granting Lord & Taylor the injunction asked against the use of the "Onyx" trade-mark by the Cincinnati concern.

### "Good-O," a New Breakfast Food

"Good-O" has been adopted as the trade-mark of the products of the American Food Products Company, of Dayton, O., recently incorporated with a capital stock of \$10,000 for the purpose of manufacturing a breakfast food. The company has equipped a plant in Dayton, and will shortly place its product on the market. Henry Harshman is president, and Henry Bain vice-president and general manager.

### Detroit Advertising Course Commences

On October 19 the course in advertising at the Detroit Y. M. C. A. commences its seventh year. The course consists of twenty-four lessons and lectures by prominent advertising men, and, as for the last three years, will be under the direction of Louis A. Pratt, of the Louis A. Pratt Advertising Company.

### Hamilton-Brown Finding Business Good

HAMILTON-BROWN SHOE CO.,  
St. Louis, October 2, 1914.

Editor of PRINTERS' INK.

Your letter of recent date received, and in reply will say that to answer your question about conditions in the shoe business would really require explaining to a considerable extent the policy we have pursued since the war started.

Our salesmen left for their fall trips August 15, and for the two weeks in August and the entire month of September our future orders have been something over 25,000 dozen gain over the previous period of 1913. The leather market has been advancing for a number of years, and the war has only added to this advance, and merchants in placing their future orders knew they were running no risk in doing so, for, regardless of war in Europe, people would continue to wear shoes.

Of course, our greatest increases have come from other than cotton States; however, in the cotton States the increases on other products have more than counteracted the loss on cotton. Take Louisiana and Mississippi, for instance; granting that they raise 2,000,000 bales of cotton per year and this cotton has to be sold at \$35 per bale; this, of course, shows a loss of something like \$30,000,000. The increase on sugar, molasses, corn and oats has been something like \$50,000,000.

So far we have given our salesmen no increase in prices and this has, of course, been one of the major reasons for our increase in business. We are receiving many letters every day from merchants who originally countermanded their orders or asked us to hold them for a short while, requesting us to ship the shoes as quickly as possible, as it seems people are buying shoes before they are buying anything else.

We have endeavored at all times strongly to impress on the minds of our representatives to talk business in place of war and to try to convince the merchants that business will go on just the same, war or no war. Frankly this policy has brought splendid results.

W. H. MONTAGUE,  
Advertising Manager.

### Turns "Buy a Bale" to Advertising Use

The Hupp Motor Car Company has authorized all of its Southern dealers to purchase a bale of cotton at 10 cents a pound, in aid of the "buy-a-bale-of-cotton" movement, and suggests a plan for securing some worth-while publicity out of its assistance to the cotton growers, in accordance with which the dealers buying a bale will display it in their windows, with a card reading: "One of hundreds of bales of ten-cent cotton bought by the Hupp Motor Car Company for every one of its dealers in the cotton belt, to show our substantial appreciation of the buy-a-bale-of-cotton movement."

# THE LADIES' HOME JOURNAL

## *for October*

### *—a real demand*

After the October issue of THE LADIES' HOME JOURNAL was on press we were convinced that we had not ordered sufficient copies to meet the demand, so we printed 45,000 more. The day after issue we began to receive telegrams from our sales agents, asking for extra supplies. Scores of orders were received and in ten days the edition was exhausted. Some of the telegrams received in *one day* will show the general condition.

Chicago, Sept. 25.  
Will clean up the 3500 extra copies  
which we ordered.  
L. E. CLAY.

Grand Rapids, Mich., Sept. 25.  
Will clean up 250 extra ordered.  
R. E. WATTLES.

Washington, D. C., Sept. 25.  
Send 900 extra October. Expect to  
increase to 1000.  
SMITH.

Newark, N. J., Sept. 25.  
Journal selling great. Will clean up  
the 500 extra order.  
MAX KOMISHANE.

Bridgeport, Conn., Sept. 25.  
Forward 150 October. They are go-  
ing good.  
W. SCHNEIDER.

San Francisco, Cal., Sept. 25.  
Will sell 25 per cent. over September.  
SMITH & FLANDERS.

Rochester, N. Y., Sept. 25.  
Want 200 extra. Will sell out.  
I. B. LAZARUS.

Detroit, Mich., Sept. 25.  
Have on hand only 150 of the 700 in-  
crease over September. Will clean up.  
SOLOMON NEWS CO.

Indianapolis, Ind., Sept. 25.  
Can sell 200 copies October in addi-  
tion to the 250 extra already ordered.  
H. R. DeWOLF.

St. Paul, Minn., Sept. 25.  
Thirty of the 150 extra ordered on  
hand. Can sell 100 more.  
N. ST. MARIE.

Dallas, Texas, Sept. 25.  
Will sell the 75 extra and need more.  
**JAMES I. CROWN.**

Columbus, Ohio, Sept. 25.  
Send 100 October in addition to 100  
already ordered by mail.  
**SCOTT KRAUSS.**

Boston, Mass., Sept. 25.  
Rush 500 more October issue.  
**LOUIS C. JONES.**

Providence, R. I., Sept. 25.  
Will sell the 350 extra in addition to  
regular order.  
**M. SILVERSTEIN.**

Cincinnati, Ohio, Sept. 25.  
Entire October order sold, including  
300 extras. Rush 100 more.  
**C. H. MOTZ.**

Portland, Ore., Sept. 25.  
October cleaned up today, including  
the excess 300.  
**J. K. HAVELY.**

Hartford, Conn., Sept. 25.  
Only a handful of the 150 extra Octo-  
ber now left.  
**K. P. KOPPLEMAN.**

Memphis, Tenn., Sept. 25.  
Have sold all of the 150 additional  
October copies ordered.  
**JACOB COHEN.**

Scranton, Pa., Sept. 25.  
Sales 200 more than last month.  
**N. L. GOODMAN.**

Baltimore, Md., Sept. 25.  
Will sell out, including the 150 extra.  
**HARRY P. CANN.**

Birmingham, Ala., Sept. 25.  
Send 100 more October. The 100  
extra ordered is exhausted.  
**H. R. DeLAYE**

Jacksonville, Fla., Sept. 25.  
In addition to 125 additional ordered,  
send 90 more. November will show  
further increase of 200.

**H. & W. B. DREW.**



Even a war which affects the entire civilized  
world seems to have little effect on the sale of  
a magazine which American women really want.

**THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE PHILADELPHIA**

## Booklet Building on the Right Basis

No building is stronger than its foundation—no book or catalogue is stronger than its foundation—the paper it is printed on.

## Radium Folding Enamel

has been especially designed to fulfill a long felt want—a paper of superior finish, folding qualities and strength. A difficult combination and worthy of much effort to produce.

**Radium Folding Enamel** does not crack or break when saddle stitched and will average 25 points test on Mullen Tester—basis 25 x 38—80 lb.

This stock is pure white with a superfine finish—productive of bringing out the last detail in the finest screen half tones—and the price is reasonable.

Durability, finish and economy—the foundation for a book of selling efficiency.

We want to send you facts, samples and dummies of **Radium Folding Enamel**. Write today.

**Birmingham & Seaman Co.**

**Tribune Building, Chicago**

New York

Milwaukee

St. Louis

Cincinnati

Detroit

## How Trade Secrets May Be Protected

Remedies Provided Against the Misappropriation of Ideas Which Cannot Be Protected by Patent or Copyright—No Protection if Secrets Can Be Discovered Without Fraud

By Roy W. Johnson

WHILE some people are discussing the war bulletins, figuring out the position of the contending armies, speculating as to the opening of the stock exchange, and keeping busily excited over conflicting opinions as to the future, most business men are soberly engaged in discovering ways of adapting themselves to actual conditions. A new material is discovered which can be substituted for something hitherto imported from Germany; a change in process enables a concern to economize in the use of supplies which have gone up in price; new markets are developed for domestic goods to take the place of foreign commodities. Maybe the discovery is insignificant in the eyes of those who deal with "trade tendencies" in the lump; but it is mighty important to the man who makes it. He quite naturally wants to receive the full benefit from it himself, and wants to be protected against its unauthorized use by others. He is clearly entitled to protection for the discovery is his own, made by his own efforts.

"Patent it, of course," is the obvious suggestion. But it may not be patentable (certainly one cannot patent a new market represented by a list of customers, for example). Besides, it takes time to prepare patent specifications and file the necessary papers, and the emergency is pressing. The prospect of a limited monopoly for 17 years is not half so alluring as the opportunities to bolster up profits if the discovery can be put into use *right now*.

Suppose, for example, that a fertilizer manufacturer discovers

a process of extracting potash from feldspar. If he begins now, he can supply potash fertilizers while his competitors are confronted with a shortage of German potash. If he waits to search the patent office for possible anticipations, to prepare his specifications and file his application, valuable time will be lost during which he should be manufacturing under his process. But if he goes ahead with his process, what assurance has he that some employee may not disclose the whole thing to a competitor? What protection has he in the enjoyment of what really is his own property?

The timeliness of an understanding of the common law protection of *trade secrets* is obvious enough from the foregoing. American ingenuity is being taxed to its utmost just now, and it is resulting in a great many discoveries, inventions, and devices which are either not patentable or copyrightable, or which there is not time to register in the Patent Office. Has a manufacturer any recourse at law if any of those things are taken by others, without his authorization or without his consent?

### ONLY LIMITED PROTECTION GRANTED

The courts give a very limited protection against the appropriation of trade secrets; limited because of the very nature of the thing protected. Since the protection is limited, it is important to understand just how and where it is limited, as nearly as may be determined from the cases involving trade secrets which have been reported. Some of those cases will be discussed later on. If any reader wishes to go deeper into the subject, a list of references to reported cases may be obtained from PRINTERS' INK.

The protection of trade secrets is based upon the same doctrine as applies to the patent and copyright laws; namely, that the man who makes an invention or a discovery is at perfect liberty to use it or not to use it, as he sees fit. In the case of copyrightable mat-

ter, he is at liberty to publish it or to keep it private, at his discretion. Since it is in the public interest that inventions shall be used, and works of literature and art published, their authors are encouraged by grants of limited monopolies to use and to publish them. The same considerations apply to trade secrets. The public interest demands that a trade secret shall be used, and in order to encourage its possessor to put it into practice the assurance is given that, under certain circumstances, it shall be defended as his exclusive property.

#### ONLY REAL SECRETS ARE RECOGNIZED

Two conditions must be met by any trade secret which is entitled to protection; first, it must be a *real secret*, and second, it must not be discoverable without *fraud or breach of contract*, express or implied. Apparently there is no reported case dealing with the subject in which those two elements are not present. When those conditions are met, the proprietor of the secret can obtain injunctive relief against those who acquire it, and can furthermore sue for damages arising from their use of it.

It must be a real secret: that is to say, the law will not protect an idea, no matter how brilliant, which has at some time or other been published to the world, or a process which has been openly practised and later abandoned. For example, a manufacturer of soap who discovered a formula in an old book would probably find that it was not protectable, though on this point there is a case (*Benton vs. Ward*, 59 Fed. Rep. 411) in which it was held that a trade secret which had actually been described in an expired patent which had never been practised was entitled to protection. The above case appears to be the only exception, however. In every other case which the writer has examined, the requirement is inflexible that the secret shall have been originated by its possessor, or that he shall have obtained title to it by purchase or otherwise, without

breach of confidence, from the man who did originate it.

The secret must not be discoverable except by fraud or breach of contract: which means simply that if, in practising his secret, a man inevitably publishes it to the world, it cannot be protected, because it is no longer a secret. If a competitor can purchase the goods in the open market, for example, and by chemical analysis or in other ways discover the ingredients or the processes which the manufacturer desires to remain secret, the latter has no redress. In other words, if a secret can be discovered without resorting to fraud (such as bribing employees, for instance) it is no secret at all.

#### PROVING FRAUD WAS NECESSARY TO DISCOVERY

The points discussed above are best illustrated, perhaps, in the case of *Tabor vs. Hoffman* (118 N. Y. 30). A pump manufacturer had invented an improved type of pump for certain liquids, which he did not patent, but kept the details of construction secret. One of his draftsmen took certain patterns of the working parts of the pump to a rival manufacturer, who made use of them in bringing out a competing product. The owner of the patterns brought suit for an injunction restraining the purchaser from making use of the patterns, or of any knowledge which he had acquired through their possession.

The defense which was interposed was to the effect that the so-called secret was no secret at all; that by purchasing the pumps in the open market the defendant would have been able to discover all that the plaintiff was endeavoring to conceal; that the patterns were not essential to the discovery, since they only aided the defendant in doing what he could have accomplished without them. In other words, the construction of the pump was not a *real secret*.

The lower court sustained the defendant on that contention, but on appeal it was shown that the secret *was* a real secret, and that





# \$20,800

The Webster Mfg. Co., of Tiffin, Ohio, and the Jeffrey Mfg. Co., of Columbus, Ohio, have just signed contracts for a page a week in COAL AGE for five years more.

This is at an increase in rates of 33⅓%.

Both concerns are charter advertisers in COAL AGE.

They have been in since Oct. 14, 1911.

They know the paper and its value thoroughly.

The fact that they renew for five years more at 33⅓% increase must mean that COAL AGE advertising pays.

Each contract represents \$10,400.

## COAL AGE

Published by the Hill Publishing Company  
The Hill Building, 10th Avenue at 36th Street, New York

Also publishers of The Engineering and Mining Journal, American Machinist, Power and Coal Age. All members of the A. B. C.

(Reprinted from the First Page of The Birmingham News of Sunday, October 4, 1914.)

## *The Birmingham News' Sworn Statement Published Under the United States Postal Laws*

Statement of the ownership, management, circulation, etc., of THE BIRMINGHAM NEWS, published daily and Sunday at Birmingham, Ala., required by the Act of August 24, 1912.

Average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers, during the six months preceding the date of this statement:

**Daily: 36,903**

**Sunday: 38,615**

And for the last month covered by this statement, Sept., 1914:

**Daily: 39,155**

**Sunday: 41,090**

BIRMINGHAM NEWS PUBLISHING CO.,  
VICTOR H. HANSON, President

Sworn to and subscribed before me this 3d day of October, 1914.

(SEAL)

J. C. Clark, Notary Public.

(My commission expires February 17, 1917).

### GUARANTEE TO ADVERTISERS:

The Birmingham News accepts advertising with the distinct and unequivocal guarantee:

That its net paid Daily circulation is **LARGER BY MORE THAN 50%** than that of any afternoon newspaper in Alabama, and **DOUBLE** that of any morning newspaper in Alabama;

That its **HOME DELIVERED** net paid daily circulation in Greater Birmingham **EXCEEDS BY MORE THAN 5,000** the **COMBINED** home delivered circulations of **BOTH** the other Birmingham newspapers;

That its net paid Sunday circulation is **LARGER BY MORE THAN 50%** than that of any other Sunday newspaper in Alabama;

That its **HOME DELIVERED** net paid circulation on Sunday, in Greater Birmingham, is **DOUBLE** that of any other Sunday newspaper.

(The Birmingham News was the first newspaper in the South to become a member of the Audit Bureau of Circulations.)

**New York**    **KELLY-SMITH COMPANY**    **Chicago, Ill.**  
220 Fifth Avenue    Foreign Advertising Representatives    Lytton Building

the patterns were essential to the discovery of it. Certain parts of the pump were made of part iron and part brass, which expand and contract unequally. From the finished product it was impossible to discover what proportions of the metals, in a molten state, would produce the required result after they had been cooled. The New York Supreme Court, decreed that the secret was a real secret, that it had been obtained by procuring a breach of contract, and the injunction was granted.

#### EMPLOYEES UNDER IMPLIED CONTRACT

The most common method of wrongfully discovering trade secrets is through employees of the concern which possesses them. Few secrets indeed, whether they refer to ingredients, processes, lists of customers, or what not, can be kept in the minds of their owners. They must be divulged to others in the course of business, chiefly to the employees who are in charge of the departments where they are in use.

Most concerns in almost any line have had men hired away by competitors, and have paid competitors the same compliment. The great majority of the cases involving trade secrets have arisen because an employee has gone over to a competitor and carried the secret with him.

The courts have practically uniformly ruled that such a transfer is wrongful, and that the beneficiary of it can be enjoined, provided that the employee who carried the information *knew* that it was regarded as a trade secret. Every person who, in the course of his employment, obtains knowledge of a trade secret, and is informed that it is a secret, is under an implied contract perpetually to refrain from disclosing it to others, or of making any use of it for his own profit. Thus it is essential to make sure that employees are told exactly what is regarded as a secret, and that some record is made of the fact. In the case of department heads and other responsible employees it is often wise to have

an express contract drawn up which will show the nature of the secret, and will prove incontrovertibly that the employee has full knowledge of its character.

#### REMEDY MAY NOT BE ADEQUATE

It must be emphasized, however, that the protection described above is in reality very limited indeed. Breach of contract, or fraud of some sort, must be shown in order to gain any measure of protection whatever. There seems to be no reported case in which an injunction has been granted against the use of a secret which has been *innocently* acquired from a former employee of its owner. In several cases it has been held that an injunction would lie against one who, with knowledge of the confidential relations, induced an employee to betray a trade secret. But there seems to be some doubt as to whether a manufacturer who acquired a secret, without knowledge of the fact that it was a secret, could be restrained from using it. The secret may be discovered, moreover, by somebody who is under no contractual relations with the owner of it—a casual visitor to the plant may pick it up, or it may be overheard by somebody at the next lunch table—whereupon it ceases to be a secret, and may become anybody's property.

Indeed, even if a contract has been broken, the remedy may not be adequate, for the guilty employee may sell or give it to a trade or technical publication. No reputable paper would publish a trade secret if it knew it to be such, but the editor may not know anything about that. And after the article is published, the harm is done. As far as protecting the secret is concerned, it is quite unavailing to prosecute the employee for breach of contract or to sue the publication for damages, and it is next to impossible to bring a suit against every reader of the paper who may have adopted the suggestions for his own use. The secret is a secret no longer, because it has been published, and even though

the rightful owner may have a technical case against every subsequent user of it he cannot hope to protect it.

So the protection which is afforded to trade secrets is ordinarily no satisfactory substitute for a patent, when the subject matter is patentable. And much the same is true with regard to copyrightable matter. But for a great many things, it is the only protection which is possible. Its success depends to a large extent upon the care with which the secret is guarded and protected, and upon acquainting every employee who has knowledge of it with the fact that it is regarded as secret.

#### PROTECTION OF UNPUBLISHED IDEAS

Of particular interest to advertisers and agents is the application of this doctrine to the protection of plans of campaign, suggestions for copy, lists of customers and prospective customers, and the like. It represents the farthest advance the law has ever made towards the protection of *ideas* as property. An idea, as such, cannot be protected, because there can be no proof of its ownership or even of its existence until it is manifested in some visible or tangible form. Of course after such an idea has been published, unless its publication takes a form which can be copyrighted, it is common property, just as is the case with any trade secret. But the tentative plans for a campaign which are contained in the files of an agency, or the unpublished copy, are subject to what is called a common law copyright, which will be protected in the same way as any trade secret. There are cases in which such protection has been extended to unpublished books, dramatic works, drawings, photographs, letters and musical compositions.

The right of the owner to publish or not is recognized as absolute, and until he does choose to publish the material those whom he takes into his confidence are required to respect his exclusive control of it. A solicitor for an

agency who went to a rival agency might be restrained from making use in the solicitation of accounts of plans originated by the first agency. Whether an advertiser could be enjoined from placing direct, copy based on suggestions made by an agency in soliciting his account, and which he knew were regarded as a trade secret, is more doubtful. It would involve no breach of contract, since there would be no fiduciary relationship between the parties. But if the advertiser secured the suggestions from an employee of the agency who was not authorized to uncover them, it would amount to the betrayal of a trade secret. The law requires that the secret shall not be discoverable except by the exercise of some degree of fraud. If it is discoverable by lawful means it is not a secret.

#### HOW TESTIMONY IS GUARDED

The point has often been raised that in reality the protection accorded to trade secrets is worse than none at all, since in the taking of testimony in open court the secret must inevitably be disclosed to everybody who is in attendance at the trial. Before relief can be obtained against an alleged purloiner of the secret, it must be proved that he is actually using the secret and not something which may be almost identical with it, but which he himself originated. Would not such a process amount to an actual disclosure and publication of the secret to every spectator who happened into the courtroom?

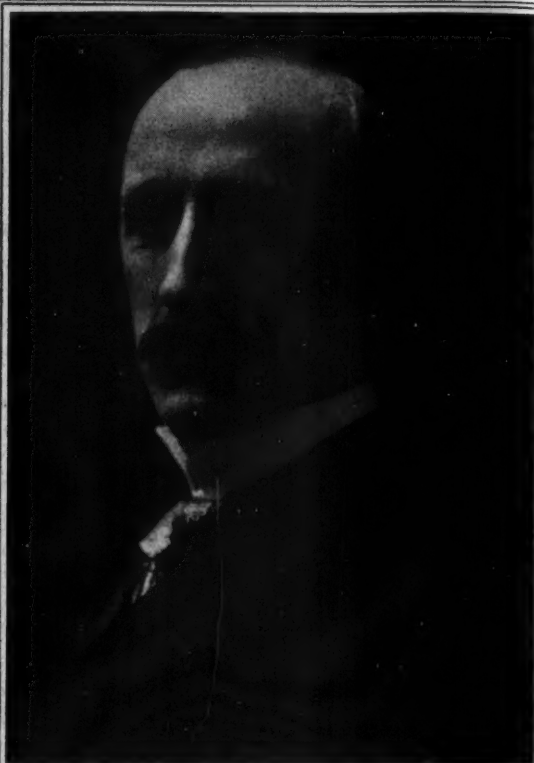
Unless there is carelessness on the part of the owner of the secret, or his attorneys, such a disclosure need not be made. A system has been developed whereby the real facts included in the secret are disclosed only to the Judge, and to the attorneys and witnesses who are under contractual relationship with the complainant. In all the court proceedings, those facts are represented by algebraic symbols: "A, B, C, x, y, z," etc.

For example, if the secret involves a medical formula, the



"I HAVE READ SYSTEM, THE  
MAGAZINE OF BUSINESS, FOR  
YEARS AND BELIEVE IT IS  
SAFE TO SAY I HAVE NEVER  
PICKED UP A SINGLE COPY  
WITHOUT FINDING SOME-  
THING OF REAL VALUE AND  
HELP IN MY AFFAIRS."

*De Carlo*



**BUILDERS *of* AMERICAN BUSINESS**

**EDWARD D. EASTON**

**PRESIDENT OF THE COLUMBIA GRAPHOPHONE COMPANY**

*NUMBER VIII in the series of portraits of readers of SYSTEM*

Judge has before him the names and the quantities of the true ingredients, each designated by its appropriate symbol. If an attorney speaks of "A ounces of x" only the Judge and those who are bound to respect the secret know exactly what he is referring to. Such a system is complicated, of course, and makes it harder to prove a case, but it shows to what lengths the courts are willing to go in the protection of rights to discoveries of this nature.

#### CANNOT COMPEL DISCLOSURE

But probably the greatest difficulty of all in the protection of a secret is the securing of the evidence upon which to base a complaint. One may suspect that a competitor has wrongfully obtained a secret, but to prove it may be an entirely different matter. An instance came up in a recent case involving a motion-picture camera. This particular case happened to involve an alleged patent infringement, but the illustration is just as effective.

One of the big picture producers, who made cameras for his own use and for others, suspected a rival producer of patent infringement. The latter made cameras only for use in his own organization, and sent none of them into the open market. Without seeing the inside of the camera, it was impossible to get evidence of infringement, and every operator of a suspected camera was constantly on his guard. For a long time the owner of the patent failed utterly in his endeavor to get possession of one of the cameras by lawful means, or even to get a good look at the working parts, which were concealed inside the case. Finally, after considerable jockeying, he got an order directing his competitor to produce his camera in court. Then he asked the court to compel the exposure of the working parts.

"But, Your Honor," interposed the rival producer, "this camera embodies an invention of my own which is not patented, and which I regard as a *trade secret*. To compel me to expose the working

parts would disclose my secret to a competitor."

In spite of all the objections and arguments the patent owner could make, the point was sustained, the court holding that it had no power to force the disclosure of a secret.

#### A JUDGE'S CLEAR STATEMENT

It is not the purpose of this article to go into detail with regard to court procedure, but simply to point out the general conditions under which trade secrets may be protected, and some of the difficulties which must be met and overcome. A clear statement of the law on the subject has been given by Judge Gray, of the Supreme Court of Massachusetts, as follows:

"It is the policy of the law, for the advantage of the public, to encourage and protect invention and commercial enterprise. If a man establishes a business and makes it valuable by his skill and attention, the good will of that business is recognized by the law as property. If he adopts and publicly uses a trade-mark, he has a remedy, either at law or in equity, against those who undertake to use it without his permission. If he makes a new and useful invention of any machine, or composition of matter, he may, upon filing in a public office a description which will enable an expert to understand and manufacture it, and thus affording to all persons the means of ultimately availing themselves of it, obtain letters patent from the Government, securing to him exclusive use and profit for a term of years. If he invents or discovers, and keeps secret, a process of manufacture, whether a proper subject for a patent or not, he has not indeed an exclusive right to it as against the public, or against those who in good faith acquire knowledge of it; but he has a property in it which a court of chancery will protect against one who, in violation of contract and breach of confidence, undertakes to apply it to his own use or disclose it to third persons."



## Didn't Keep Tabs on Fading Appropriation

And That Was Why This Advertising Manager Resigned from a Big Corporation—Story of His Scramble to Stop Further Expenditures—A Story That May or May Not Have a Moral

By Arthur Hard

THE moral of this story is going to come first, though it's not a fable, but a true story.

Here's the moral, for men who have charge of large appropriations: "Record your obligations at the time you incur them, not after the bills are paid."

You'll understand what this means after you've read the story.

A young man was made advertising manager of a large manufacturing company at the time it absorbed eight other large companies manufacturing kindred lines, so that he had to advertise the products of ten big plants (no, this is not an error—one of the companies absorbed has two plants).

The appropriation for the ensuing fiscal year having been fixed, he apportioned it among these ten plants, allowing each plant the same percentage of the total appropriation which its estimated production was of the estimated total production. Some changes were made in these percentages according to how well known the products of each plant were, and how much competition there was on them.

### SEEMED SIMPLE IN BEGINNING

Having determined just what percentage of the total appropriation each plant was going to get, the advertising manager proceeded to draw up a form with spaces in which were to be recorded the total appropriation for each plant, the advertising expenditure charged to each plant each month, and the balance remaining to the credit of each plant on the first of each month. It was understood with the management that the advertising manager was to get from the ac-

counting department each month the amounts charged to each plant that month, and report them to the management, with the amount of the appropriation remaining for each plant.

That couldn't go wrong, could it? The perfection of system. Amount of appropriation on hand November 1, so much. Deduct expenditures for November, so much—leaves so much, amount of appropriation on hand December 1. But wait—

Everything went smoothly for the first six months. New catalogues were produced, and new and snappy copy was turned out for publications, with the help of the agency. The sales managers of the different divisions were delighted with the new advertising, and all went as merry as a marriage bell. At the end of the six months there was a little more than half of the total appropriation remaining unspent.

But—the assimilation of the eight companies, and the problem of systematizing the accounting system for the ten plants and more than fifty branch houses, put an army of expert accountants, and other accountants not so expert, 'way behind.

The advertising manager couldn't get his figures for March. Things drifted on into April and still the advertising expenditures were not reported.

### SESSION WITH PRESIDENT

Then, one beautiful May morning the president summoned the happy and unsuspecting advertising manager to his office and said:

"Young man, do you know that you spent \$28,000 for advertising during March and April?"

"I do not," replied the advertising manager. "I haven't been able as yet to get any figures out of the accounting department."

"Well, I've got 'em," said the president. "Here they are."

At first the advertising manager, secure in his knowledge that at the end of the first six months he had fifty per cent of his total appropriation left, was undismayed, but gradually the truth

dawned on him that he had only a few thousand dollars left to last the rest of the year.

A little later it dawned on him that there was twenty or thirty thousand dollars' worth of printing bills for catalogues still unpaid.

It was indeed a gray dawn.

With so many lines, the products of so many plants, and with more than fifty branches, large editions of catalogues were required, and lots of different kinds. The sales department and the branches were "hollering" for catalogues all the time. "How do you expect us to sell goods without catalogues?" So the advertising manager ordered catalogues—liberally.

He should have charged against the appropriation of each plant the cost of catalogues when they were ordered—but he didn't.

He made a heroic effort to stop all the printing that he could. But every printer had some unanswerable excuse. They'd bought

all the stock for the catalogue, and they couldn't use it for anything else; they'd run all the covers for the entire edition; they'd run the tint block for the entire run. It was no use.

Furthermore, bills cropped up from every direction. It was like the mighty avalanche of the Alps, which gradually gathers force and volume till it buries all beneath it. There was no stopping the deluge of bills from printers, engravers, publications, photographers—everybody managed to dig up a bill for something.

#### UNEXPECTED BILLS CROP UP

This was the psychological moment for the agency to come in with about five thousand dollars' worth of bills for art work, composition, electrotyping, express on electros and a few other charges. Awfully sorry, but they had been so rushed in their billing department that they hadn't been able to get these bills out sooner. No one could be mean enough to think

## The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

that they held the bills back till the last minute, knowing that if the advertising manager realized how big they were becoming, he'd stop the work.

The advertising manager made a frantic effort to get the printers and the agency to hold up as much of their bills as they could until after the end of the fiscal year, so that they could be charged against the next year's appropriation. Nearly all the printers and the agency consented to do this, but the president pointed out that those bills were obligations, whether they were shown on the books or not, and that to conceal them was dishonesty.

All space contracts were cancelled. No more copy was sent out. The advertising manager was told to fire all the employees of his department. Where once a busy force of workers had labored together and typewriters had clicked merrily, the advertising manager sat alone, trying to figure out how he could cut off something from the "total obligations."

Then, one day, he "tendered his resignation." He sort of felt in the air that it would be a good thing to do. The president didn't seem surprised a bit.

The advertising manager had exceeded his appropriation by about fifty per cent, but every cent had been well spent, and his work had made the company's name well known to buyers of and dealers in its products throughout the country, where before it had been almost unknown. Anyway, if they wanted a man who was going to haggle over a few thousand dollars, they'd got the wrong man. Any man who could spend as much as he had in seven months was a big man, worthy of a bigger job.

Everybody thought it was funny that the advertising manager hadn't known enough to charge his expenses against his appropriation, as he incurred them, instead of waiting until the bills were paid.

Maybe it was. But if he had, you would never have had the pleasure of reading this article.

## The Printer and "Competitive Dummies"

The practice of furnishing competitive dummies and charging the cost to general overhead was the target for several speakers at the twenty-eighth annual convention of the United Typothetae and Franklin Clubs of America, held last Tuesday, Wednesday and Thursday in New York.

Both printers and advertisers alike condemned the practice as being unfair to the advertiser and unprofitable to the printer. O. C. Harn's address is published elsewhere in this issue.

Harry Tipper, of the Texas Company, said that the Texas Company has adopted a policy of placing orders without competitive bids, except in cases of big editions, and other exceptional instances. It finds printers who by specializing in some particular field have built up a plant enabling them to do work of special kinds economically and effectively.

Speaking on this subject from the printer's standpoint, E. A. Kendrick, of the American Bank Note Company, was of the opinion that printers, like architects, should not get up expensive dummies for their customers until after they had been retained.

The applause given to the statements of these speakers indicated that the competitive dummy, which is a product of the latter day development along service lines, is a matter which will be given considerable attention by members of the convention this season. Several printers attending the convention were questioned by a representative of PRINTERS' INK and without exception they announced their intention of urging action by the local clubs to discourage the practice.

B. J. Beardsley, of the Charles William Stores, a New York mail order concern, spoke of the growing importance of mail salesmanship, and the need of a printer making a study of the requirements of his customers. He was convinced that service was a more important factor in selling printing than price, and mentioned one case of a printer who by a single suggestion as to the paper stock to be used for a big catalogue saved several thousand dollars.

Others who addressed the convention were M. L. Griswold, Rogers & Co., New York; T. E. Donnelley, the Lakeside Press, Chicago; Charles C. Robertson, Woodward & Tiernan Printing Company, St. Louis; I. H. Blanchard, I. H. Blanchard Company, New York; Walter D. Fuller, Curtis Publishing Company, Philadelphia; George O'msted, J. W. Butler Paper Company, Chicago; R. W. Nelson, American Type Founders Company, Jersey City; Fred Webster, American Writing Paper Company, Holyoke; Charles Francis, Charles Francis Press, New York, and Gustav Zeese, Zeese-Wilkinson & Co., New York.

A new five-cent cigar, the "Valla Grand," manufactured by Lubetsky Bros. & Kleiner, of Grand Rapids, Mich., is being introduced in Chicago, with frequent use of big copy.

**Summer and Winter,**  
every week in the year, during  
good or poor circulation-getting  
periods, Collier's Weekly gives  
advertisers and agencies exact  
facts and figures regarding its  
circulation.

Does any other publication give the fol-  
lowing information regularly?—

**PRINTING ORDER  
GROSS CIRCULATION  
NET CIRCULATION  
NET PAID CIRCULATION**

Collier's forms are closing every week—and  
every time they close, they close on opportunity.  
The November 7th issue closes October 17th.

**COLLIER'S**  
*THE NATIONAL WEEKLY*

*H. G. Hammer*

*Advertising Manager*

**COLLIER'S CIRCULATION  
ISSUE of OCTOBER 3RD**

Printing Order..809,000  
Gross .....804,440  
Net .....787,518  
Net Paid.....775,849

Member A. B. C.

In the issue of November 7 Collier's will print one of the extremely rare utterances with which German officials have broken their stoicism since war opened. Standing at the right hand of the Supreme War Lord is General Helmuth von Moltke, nephew of the great Field Marshall of 1870. This silent brooding figure, who reconciles his peculiar office with an adherence to Christian Science, has been estimated and described for Collier's by a co-worker, Baron von Falkenhause, captain in the German General Staff, and formerly military attache to the German Embassy at Tokio. There have been rumors that the Kaiser has displaced Count von Moltke. But as we go to press we are assured by Prince Hatzfeldt, German Charge d'Affaires at Washington, that they are without foundation.



Statement of the Ownership, Management, Circulation, etc., of the

# New York American

SEPTEMBER 30, 1914

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, etc., of THE NEW YORK AMERICAN, as required by the Act of Congress of August 24, 1912.

Published daily and Sunday at New York

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Owner—STAR COMPANY, 238 William Street, New York City  
 Stockholder—The Star Company, 15 Exchange Place, Jersey City, N. J.  
 Stockholders in the Star Company holding 1 per cent. or more of the total amount of stock:

W. R. Hearst, 238 William Street, New York City

Known bondholders, mortgagees and other security holders holding 1 per cent. or more of the total amount of bonds, mortgages or other securities:

Columbia-Knickerbocker Trust Co., 60 Broadway, New York City.

Night Managing Editor—T. V. Ranck, 238 William Street, New York City  
 Business Manager—Howard Davis, Broadway and Park Place, New York City

Publisher—Star Company, 238 William Street, New York City

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Average number of copies of *each issue* of this publication *sold or distributed through the mails or otherwise, to paid subscribers*, during the six months ending Sept. 30, 1914,

361,709

Average of the daily Morning Edition (excluding Sunday), 299,354; average of the Sunday American, 738,238.

STAR COMPANY

By BRADFORD MERRILL, Treasurer.

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Sworn to and subscribed before me this 30th day of September, 1914.—WILLIAM A. HAYES.  
 Notary Public, Bronx County. Certificate filed N. Y. County.

## Pledging Your Customers to Help Beat Competition

Story of the Friendly Campaign Carried on by a Mail-Order Lumber Concern—What Kind of Letters the Farmer and His Wife Respond to—Some Samples

WHEN W. G. Funck, of St. Louis, went to Seattle to engage in the business of selling lumber by mail, prospects were not over bright for success. Some of the older mail-order lumber businesses were in pretty deep water because of the bitter and unremitting opposition of the retail lumber dealers. And this article is the story of how that opposition has been met in various ingenious ways.

In spite of the outlook, the Hewitt-Lea-Funck Co. was organized. Its progress is shown by the fact that business during the first six months of 1914 was more than double that for the similar period of 1913.

Probably no set of dealers in the country are more keen for business than the retail lumber dealers. Their's is not a waiting game like that of the grocer or the general store or the druggist. They have to go out for business, and are therefore salesmen. In their conventions and meetings they interchange their ideas for getting business. To overcome competition of this type by mail, to secure orders from under the noses of live dealers of this character, takes careful planning and execution.

### WIDE RANGE OF MEDIUMS

Getting the inquiry is comparatively a simple matter for the Hewitt-Lea-Funck Co. The story of the large forests and mills owned by the officers of the company, the fact that there are no middlemen, and that lumber that is new and clean can be sold at a very low price, get the inquiries from a large percentage of those who are in the market.

All the year 'round the advertising of Hewitt-Lea-Funck Co.

appears in the farm papers of the Northwest, the territory which it serves. Every paper that can show results is used, and the space varies from pages in the seasons when the tide of inquiries is at its full to space as small as 56 lines in the summer seasons.

Once the inquiry is received, the next thing is to find out if this information has not been given on the coupon or the letter which accompanied it—when and what the farmer is going to build.

Farmers as a rule begin to investigate a long time before they actually intend to buy. Two or three years is a very common period over which an inquirer is followed before the time comes when he is ready to have his bill of materials figured.

In following these prospects the slogan of Hewitt-Lea-Funck Co. is "Buy, die, or say why."

When finally the bill of materials is received, the most serious obstacle of all confronts Hewitt-Lea-Funck Co. If the local dealer gets wind of the fact that the prospect is getting prices from it, he will literally camp on the trail of the prospective builder until he has argued, nagged or otherwise induced him to give him the order. If he can find out what the price quoted by the mail-order concern is he will equal it.

### TRUSTING THE FARMER

To offset this competition, Hewitt-Lea-Funck Co. sends its quotation in an envelope which is marked in big red letters "CONFIDENTIAL." "Do not open until you have received all your bids." Then a little talk is given on the fairness of giving the business to the lowest bidder and reminding the farmer that the company has come to his town with good, live, clean competition and has lowered lumber prices in his community, and finishing with the argument that if Hewitt-Lea-Funck's price is low, this concern is certainly entitled to the business, and that the dealer is not entitled to "two hitches." This is the common expression among farmers of the Northwest.

A good many farmers evidently





CHICAGO SALES OFFICE  
1133 HENNEBERRY BUILDINGSAN FRANCISCO SALES OFFICE  
222 HUNTERDON BUILDINGEASTERN SALES OFFICE  
11 BROADWAY  
NEW YORK

## KIESELGUHR COMPANY OF AMERICA

HOME OFFICE, LOS ANGELES, CAL.

1108 VAN NUYS BUILDING

SIL-O-CEL

FILTER-CEL

LOS ANGELES, CAL. Sept. 2nd, 1913.

Metallurgical & Chemical Engineering,  
239 West 39th St., New York City.  
(Attention Advertising Manager)

Gentlemen:-

## RE: ADVERTISING SIL-O-CEL AND FILTER-CEL.

In discussing our advertising campaign a few days ago the results from your publication were especially commended. Many of our most profitable connections being directly traceable to our advertisements in your Journal. We know of no other way in which they could have been reached as effectively and economically.

Sil-O-Cel and Filter-Cel - products new to the industrial world - have been successfully introduced in a short space of time. The extensive introduction of these materials we believe to be due possibly as much to the high class of inquiries derived from our advertisements in your Journal as to the meritorious character of the products themselves.

The advertising expense has been offset indirectly, to a large extent, by the attention shown our representatives wherever their cards have been presented, and as a pay company we cannot help but give credit to your medium for the broad attention accorded us.

Very truly yours,

KIESELGUHR COMPANY OF AMERICA.

By, *A. H. Krieger*  
General Manager.Profitable  
ConnectionsQuick  
SuccessCredit to  
the Medium

The paper for operating heads of industrial and chemical works, ore dressing mills, smelters, refineries, iron and steel mills and metal treating plants

McGraw Publishing Co., Inc., 239 W. 39th St., New York

Electric Railway Journal; Electrical World; Engineering Record; Metallurgical &amp; Chemical Engineering

Members Audit Bureau of Circulations

# 155,621

Daily net paid circulation of the New Yorker Staats-Zeitung.

The largest circulation of any German newspaper in America, and almost equal to the combined circulation of all the German papers of New York.

These figures cannot be discounted as war circulation, because they are the result of fundamental modifications of public opinion.

In the field of New York journalism there has been in the last two months a complete revolution of public sentiment toward the German newspapers. The influence of this will be felt for years to come, and no intelligent or far-seeing advertiser can afford to overlook the same.

The German-reading people of New York have been satisfied that the Staats-Zeitung is a real newspaper, and not a self-motived supporter of a cause with which its proprietor is not in sympathy.

## New-Yorker Staats-Zeitung

"The National German Daily"

HERMAN RIDDER, Publisher

that you can usually tell what to say to him the minute you read his letter. He will tell you that his wife has gone to church, and that he is writing you to-night because she is away, or something like that.

#### ASKS FOR HELP IN CONVINCING WIFE

"He will go on and tell how he wants a big porch on the house, but that the wife doesn't, and that when we write he would like us to mention in a round about way that big front porches are the regular thing nowadays.

"On the other hand, we will get a letter from the wife, and she will say that her husband wants a kitchen 15 x 20, so that he can bring in all of the harvest hands at meal-time, but that what she wants is a summer kitchen where she can keep the dirt out of the house. She goes on and asks if we cannot, when we write, kindly suggest that summer kitchens are the proper thing to have nowadays.

"When we get letters of this kind we forget about our special follow-up letters, and we talk about this kitchen for three or four pages, and tell about the conveniences of having the flour here, the vegetables there, and the worktable in another place between two windows where there will be a breeze in summer. We talk about these things more than we do about lumber, and we usually interest the recipient.

"We have cases where we have exchanged as many as fifteen letters before getting the order.

"When we sell a man we are not by any means through with him. We look upon him as a friend, and he looks upon us in the same way. At Christmas-time, we write him a letter, wish him a Merry Christmas, thank him for the business he gave us, and tell him that we hope that the coming year's crops will fill his barn until it bursts. We also tell him that his business has helped us to make our business a success, and that we have taken pleasure in doing business with him. Sixty per cent of them come back and wish us a Merry Christmas, and

the next year they beat us to it.

"All shipments sent out during December include a nice Christmas tree for the customer, and you can hardly appreciate how delighted the good folks are when the trees are received.

"We also write all of our customers asking names of prospective builders, and we very frequently get letters like this; 'Friend Funck: I feel duty bound to hand you these names. You saved me \$250 on my carload of lumber, and I want you to save my neighbors' money, too. They have seen my lumber and your catalogue, and they know you. Now go ahead and try to sell them.' In this way our customers put us in line for a lot of orders."

#### Spark Plug Companies Affiliate

The Champion Spark Plug Company, of Toledo, one of the largest manufacturers of spark plugs in the world, has entered into a working affiliation with probably the next largest concern of its kind, the Jeffrey DeWitt Company, of Detroit. Under the new agreement, the Champion Company will make and market the "J-D" and "Reliance" plugs, formerly the product of the Detroit concern.

In addition to the Champion, all the spark plug business formerly done by the two concerns will be conducted from Toledo in the future. The operation of the Jeffrey DeWitt Company will devote itself to the manufacture of porcelain exclusively.

#### Boston Advertising Agents' New Officers

The annual meeting of the Boston Advertising Agents' Association was held recently at the Exchange Club and the following officers were elected to serve for the ensuing year:

Perry Walton, president; Franklin P. Shumway, vice-president; E. D. Kollock, secretary and treasurer.

Directors: J. W. Barber, H. F. Barber, Guy Bancroft, J. W. Withington, A. W. Ellis, H. B. Humphrey, P. F. O'Keefe, F. P. Shumway, D. J. MacNichol, A. H. Wood, M. V. Putnam, C. H. Tomer, C. B. Smith, E. J. Goulston, H. E. Ayres, C. A. Chandler and C. J. Pike.

#### W. L. Halstead Assistant to Publisher

W. L. Halstead, formerly business manager of the Atlanta *Constitution* and the Houston *Chronicle*, who did some special efficiency work for the Montreal *Star* in the early summer, has been engaged by Sir Hugh Graham, the publisher, as his assistant for the winter months.

## Right to Sell by Mail Target of Legislation

**Postal Life Insurance Company  
Protesting in Current Magazines  
Against Measures Aimed at It,  
But Capable of Dragging in  
Mail-Order Houses — Comments  
Made by Mr. Sisson**

**T**HE Postal Life Insurance Company is printing in some of the magazines this month a protest against a bill recently introduced in Congress, which, if passed, would "violate the right of buying by mail," and "would rob the rural citizen of the incalculable benefits which, through the mails and parcel post, place the metropolitan markets right at his door." It also quotes the *Outlook* as saying editorially:

Senator Jones, of the State of Washington, and Representative Carter, of the State of Oklahoma, are sponsors for a bill recently introduced by them in the Senate and House which, if enacted into law, would be so unjust a piece of class legislation and so clear a violation of National rights by local and selfish State interests that it deserves widespread public condemnation.

The bill provides that no insurance company shall be permitted to use the mails for procuring or effecting a policy of insurance upon persons or property situated in any State of the United States when the said State by its own laws prohibits the company from transacting insurance business within that State.

There is only one insurance company in the United States, the Postal Life Insurance Company, that does all its business by mail. This company employs no agents, relying wholly upon advertising, letters and circulars to sell its policies. It employs no medical examiners, relying upon the family physician of the applicant to make the examination.

Its endeavor in this way to reduce the cost of life insurance is commendable. It has been in business, and has been advertising steadily, for a number of years; it is successful; and as a corporation of New York State it is regularly examined, and has been given good standing by the insurance department of that State. Its contention is that it is engaged in interstate commerce, a contention sustained by the U. S. Post Office authorities.

It pays no license fees or other forms of income to the insurance departments of other States. The so-called "old-line" companies which maintain agencies in the several States do pay large sums of money for the right to do this agency business. Naturally, the pecuniary self-interest of the insurance departments of the various States would lead them to

oppose mail-order insurance and to favor agency insurance, since the latter is a source of income and the former is not. The personal injustice of this bill, which, while framed in general language, is aimed at one particular company, must be apparent to any fair-minded citizen.

If there were anything wrong or unsound in the methods of the company the Post-Office Department could shut it out of the mails because it has that power. If it is the principle of writing insurance that is subject to abuse, then all insurance companies need regulation, not State, but Federal regulation. That is the way the argument of the ad runs.

Mr. Sisson, secretary of the company, adds:

"It is scarcely probable that the bills will ever get out of the committee, as the constitutional right of an American citizen to buy such proper commodities as he desires wherever he can buy them the cheapest seems too plain to require argument, but the result of the bills will be to hasten Federal regulation of the life insurance business, and may result in the organization of a Federal insurance department to take the place—at a tenth or a twelfth of their cost—of the forty-eight State departments.

"It seems to me," added Mr. Sisson, "that the newspapers and periodicals of the country have got to put up a fight on this bill, since if, by any chance, it is allowed to pass, it will not be long before other general advertisers, such as Montgomery Ward and the Sears, Roebuck people, will be required to license in the various States in order to do business by mail."

### Murray With W. R. McLain Company

Robinson Murray is with the W. R. McLain Company, Philadelphia, as copy and plan man. He resigned as assistant advertising manager of the American Optical Company, Southbridge, Mass., to take this position.

A. R. Crawford, business manager of the *Northwest Dairyman*, has resigned to take charge of the silo department of the Welles Thompson Company, Minneapolis, makers of the Arctic silo. Mr. Herman Roe has been appointed in his place.



## A Ring at the Door Bell

—and there stands the magazine canvasser. Selling subscriptions—that's what you might say he is doing. All right, but in the last analysis he is procuring YOU, Mr. Advertiser, an entrance into that home.

If he practically buys the subscription with premiums, or begs it on some whining personal plea, or bullies it by brute salesmanship, or steals it by lying about price and terms—where does that leave YOU when the publication, unwelcomed, enters that home with your advertisement?

Our new booklet, "Did Mrs. Subscriber Buy, or Was She Sold?" is yours for the asking. It describes some wrong ways of getting circulation, such as

- The "Help a Poor Guy" Method.
- The Easy Payment Plan.
- The Two-Price Way.
- The Cuckoo System.
- Strong Arm Methods.
- The "Cart Before the Horse" Way.

# Today's Magazine for Women

Circulation 800 000 Mostly in Small Towns

461 Fourth Avenue

New York

# 39.3% GAIN

The New York Tribune  
Gained 39.3 % Net Paid  
Circulation During the  
Short Period of Nine  
Months—January to  
September, 1914.

This has not been a spasmodic come-and-go increase, but a steady, healthy growth—a growth that has come to stay—a growth that will continue. For back of this great gain is a compelling force—an aggressive campaign which has a minimum of three years to run.

This increase of exceptional-quality circulation is bringing from Tribune advertisers reports of increased results from direct-return copy.

Contracts made now for 1915 business will be closed at present low rates.

New rate card to go into effect January 1st, 1915.

## New York Tribune

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

## The Diary of a Sales Manager

One of the Salesmen Objects to Hawkins' Plan to Stop Price-Cutting and Writes a Letter That Brings Him a Business Sermon—Getting Four Thousand Country Weeklies in a Campaign

By Roy B. Simpson

NINTH WEEK

**M**Y report on how we stopped price-cutting on Surewear Hosiery in the Parisian Department Store has created a lot of talk and caused considerable uneasiness among a few of our salesmen. We sent the story to our men last Friday and most of them have written us about it.

Nathan, Moncrieff, Hall and Callan, four of the men we put on two months ago to work the larger towns and cities exclusively, offer various objections to the plan. Three of them write like good soldiers who are ready to carry the message to Garcia, and they evidently want more information. Callan is either lazy or a dough-head. Here's what he writes me:

Mr. Ralph Hawkins,  
Sales Manager.

Dear Sir:—

Your plan to stop price-cutting won't work in my territory. You may have put it over in Texas, but how do you expect me to do it in Ohio? I have sold the Surewear line in every city of this State. I sold the little dealers as well as the large stores and the buyers know me.

I don't believe any of my customers are cutting prices as yet, though I can't be sure about it as I have never read any of the ads of my customers. I can get the daily papers of the cities of my territory and have them sent to my home address, if this is what you want me to do.

But I think it would be a dangerous thing to intimidate my customers as you did in the case of the Parisian Department Store. The buyers all know me, and should any of them be cutting prices and I go and buy our own hose as you did they would smell a mouse. They would surely cancel the orders I have booked for future delivery.

If you want me to go ahead and nail the price-cutters as suggested in your plan I will do my best, but I won't be responsible for the loss of business in my territory.

BEN CALLAN.

Ben writes like a fool. It is only a question of time until he

loses all the business in every city where the big dealers are cutting prices unless he gets busy and breaks up this practice. If he hasn't the nerve personally to make the purchases as suggested in the plan mailed to him last Friday he should get someone to do it for him. I think I'll call Ben in and have a talk with him.

Al Clark, one of my trade paper friends, met Gabe Tutt on the train Saturday and Gabe told him all about our anti-price-cutting campaign. Gabe is one of our best salesmen, and Al is one of my truest friends. Al says he wants to talk to me about this proposition.

\* \* \*

**TUESDAY**—This has been one of those dull days that every sales manager experiences once in a while, and none of us can account for it. Before ten o'clock my day's work was done and I began to feel lazy, when Al Clark walked into my office. He came in to give me his views on price-cutting. We discussed our plan to expose the methods of every big retailer who cuts the price of our hosiery and Al agreed with me. Then he continued: "Every man is entitled to a living wage, whether he be a merchant, a skilled mechanic or a day laborer. Let me make a few comparisons and get my idea before you.

"Take yourself for example. I don't know what salary you are receiving, but you are evidently worth it or you wouldn't be here. Furthermore, if you couldn't live respectably and save a little out of your salary you would hunt another job. Now if I could come in here and convince Mr. Allis that I can handle the department and show results equal to yours and succeed in getting your job at a salary twenty per cent less than yours, you would never speak to me again. More than this, the people in this office would have very little respect for me.

"There's a street sweeper out in front. He gets \$1.50 per day. Let another man come along and offer to do the work for \$1.25, and the crowd yells 'scab! scab!' The same thing would happen if



the men in your mill should strike for more money because their present wage might not be sufficient to provide the necessities of life, and another crowd should come in and take their jobs at the present scale. The scab workman is the most reviled of men.

"Now let's compare the salaried employee and the wage-earner to the retail merchant. According to your own statement you are selling the bulk of your hose to the country merchant, and to the haberdashers in the larger places. The general storekeeper of the small towns carries a large assortment of merchandise—not much of any line, but a little of everything. He extends long credits, sometimes carrying customers a year or more. He doesn't like to cut prices and he seldom does on the advertised trade-marked lines.

"The exclusive gents' furnishing dealer in the cities specializes in the well-known trade-marked lines. He fills in his stock as he needs it, and keeps it clean and free from odds and ends. He maintains prices and sells what the people want even though profit per sale may be small. He makes his turn-over show him an adequate return on his investment and labor for the year.

"You have priced your hose so the dealer can realize a gross profit of forty per cent on your advertised prices. You sell your popular men's hose at \$1.50 for six pairs. The gross profit to the dealer is 62 cents. It costs the country merchant, say, fifteen per cent to do business. After deducting this cost he realizes thirty-nine and one-half cents net profit on six pairs of Surewear Hosiery. It costs the haberdasher, say, twenty-two per cent to do business, therefore his profit on six pairs is but 29 cents.

"The country merchant's profit is about six and one-half cents on a pair of 25-cent sox, and he may have to wait six months or longer for his money. The haberdasher's profit is less than five cents per pair. In both cases this profit represents the wages of the merchant. It's a fair living wage.

"But take your big department

stores like the Parisian. It costs them about twenty-five per cent to do business, yet you caught them selling six pairs of your hose for \$1.20. Figure forty per cent gross on your standard advertised price and the Parisian will lose 12 cents, or two cents per pair on every box of your hose sold at its reduced price.

"Now, friend Hawkins, is the Parisian any better than the 'scab' that takes the job of the street sweeper at a lower wage? The Parisian and other stores like it are cutting the price on merchandise of known quality and honest value, and they are making up their losses through enormous profits on merchandise of unknown origin and doubtful value. The consumer is not a merchandise expert, so he accepts the cut price of the goods he knows as an example of how that store can save him money. He falls for the whole scheme.

"The cut-price concerns have used advertising to make the dear public believe they are benefactors and you advertisers are the goat. The practice will continue until you advertisers get together on some broad co-operative plan such as you worked out in Daltown last week."

Then we went to lunch.

\* \* \*

I spent most of the afternoon thinking about Clark's simile of the living wage. He is right about it. Furthermore he is right when he says that advertising, despite its great potency as a business builder, has enabled the price-cutter to dignify his practices under the label of philanthropy.

Advertising, improperly used, may become a great business destroyer.

\* \* \*

WEDNESDAY—Instead of calling Ben Callan into the house for an interview I called him down in a four-page letter in which I gave him most of the examples and ideas advanced by my friend Clark. Within a week or so the men will finish this trip and will come into the house for a few weeks, preparatory to taking out a new line next season. Then we'll have a big conference on

· LIFE ·

# Fighting For LIFE

Life is a habit with most men. Some fail, some just amble along—somehow, others succeed in all things because they have courage to defy customs which the majority fear.

Four years ago a certain advertising agency which had not placed any business in LIFE, realized an “awakening” and sent us the advertising of one of their clients. LIFE justified their judgment—it produced. This agency has been fighting for LIFE ever since as evidenced by five accounts since received. On the last one, LIFE is the only magazine being used.

The moral is plain.

Don't make life a habit—make a habit of LIFE.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st Street, W., No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.



**Americans!**  
*Remember this is  
 over 3,000 miles  
 away, and—*

**W**E'LL keep it there if we stop worrying what Europe is doing and direct our attention to the golden opportunities here in God's own country.

We have a careful, sane administration ably proved in the Mexican crisis who will go a long way to keep us out of the continental scrap.

New and important fields are opening in South America.

We are exporting now, not importing, quantities of clothing and other cotton and woolen goods.

America will not stop making shoes because her tanning materials have hitherto come from the other side. We are actually making them to supply the French and other continental armies.

Not so long ago, as history runs, the supply of British tea was cut off. Our Colonial Dames with Yankee ingenuity, for the time being, found a substitute. But now—

*The Products of Yankee Ingenuity  
 Have Come to Stay*

**A**ND this is the opportune time for our manufacturers to demonstrate the quality of American products.

The American people must be shown what these products are, how excellent their quality, and how reasonable the price.

In one way only can this be done and that is—advertise!

We must talk about these products.

Advertise, display, fill space that the reader will see—be sure that there isn't a community, no matter how small, that doesn't know about them.

In this way any "Lack of Sales" will not be due to ignorance on the part of the public.

Remember that, whatever the outcome in Europe or however far she may set herself back, the wheels of progress are constantly turning here.

And don't forget that advertising is the sole lubricant for big business.

*"Only the Government Mint Makes  
 Money Without Advertising"*

*Samuel C. Harvey*  
 President

**Albert Frank & Company**

General Advertising Agents

26 Beaver Street, New York

Chicago Office  
 332 South La Salle Street

Philadelphia Office  
 418 Sansom Street

Boston Office  
 109 State Street

price-cutting, substitution and a few other evils that need correcting.

Tommy Caswell, our advertising manager, is having tough luck getting our customers to use the duplicates of our own advertisements. He is going to change his plan and work with the country publishers. Tommy is a live-wire, and there is nothing of the big head in his make-up. I couldn't ask for a finer running mate.

\* \* \*

THURSDAY—Caswell and I worked most of the day on the plan to create a working organization among the country publishers where we have distribution, and we had Andy Tolleson at the table with us.

Andy brought his newspaper directory with him. He has all the paraphernalia, data, reports, etc., that a good advertising agent is supposed to have. We found that there are about 4,000 country weeklies in the territory we are now covering. What a fine thing it would be for us if we could make these country publishers our advertising representatives!

Andy reasoned that we might get called down mighty hard without the right plan, as many other national advertisers had repeatedly tried to work "ye editor" for free readers on the argument "that we are planning a big campaign, and if you treat us right we will do some business with your paper."

Caswell said, "I'm not going to ask them to do anything for me. I want them to do something for themselves. I will give them a list of the papers we are using, and show them we are getting 5,000,000 circulation with forty farm papers and small-town magazines. This is more than the combined circulation of 4,000 country weeklies, and the combined rate for our list is less than one-third the combined rate of the country list."

"I will explain to Mr. Country Editor that our appropriation is not large enough or sufficiently elastic to permit the use of country weeklies, but that he can get this campaign for his paper by

calling on our dealer and explaining what we are doing for him. He should ask the dealer to publish the duplicates of our ads. We will furnish the electros free and send them direct to the publisher. In this way we may be sure they will be used and we will obtain a lot of advertising at a very low cost."

We worked out the scheme in detail, and will send it to our salesmen and the country publishers this week.

\* \* \*

FRIDAY—Tolleson lunched with me to-day, and for the fifth time during the four years I have known him he urged me to take an interest in his agency. I have fought hard to resist the temptation to become an agency man—I am not quite ready. If I ever do make the plunge into this larger field of sales promotion I will tie up with a man like Tolleson.

Helped Tommy Caswell all afternoon. We wound up our catalogue and will have it out by the time the salesmen come in. Our complete line will be shown in colors. This will increase our mail-order business.

\* \* \*

SATURDAY—Nothing doing at the office to-day. Mr. Davis 'phoned me early this morning and invited me to go fishing with him. We drove sixty miles into the hills, where we caught a nice string of rainbow trout.

I caught one that tipped the scales at fourteen ounces. The Boss hooked seventeen, the largest weighing five pounds. His middle name ought to be "Ikey-walton."

(To be continued)

### Join Sackett & Wilhelms

D. Webster Anders has been appointed general New England representative for the Sackett & Wilhelms Company, lithographers and printers, New York. His headquarters will be in the Publicity Building, Boston, Mass.

Another addition to the Sackett & Wilhelms force is S. V. Anderson, just appointed representative for Philadelphia and surrounding territory.

M. LeRoy Avery has resigned as advertising manager of the Regal Motor Car Company, of Detroit, and joined F. W. Reed to form the Avery-Reed Advertising Service.

## Base "Made in America" Campaign on Quality

**Patriotism Alone Won't Put It Across—People Must Be Shown the Reasons for Buying Home Products—Government Must Help Business, if Results Are to Be Lasting**

By Isaac F. Marcossou

**W**HAT is the large opportunity presented by the war?

First and foremost it is one of great expansion for us in foreign lands. But there is also a very significant opportunity at home. What of the manufacturers who have depended upon raw material from abroad? They are having troubles. How are they to supply their needs?

It seems to me to lie in a very simple thing. We should begin a vast era of commercial, chemical and technical investigation. Let us find out what we can make at home. Edison has set the example by devising a carboic acid more powerful and cheaper than the imported variety. Americans are already starting plants to produce potash from sea kelp. So, too, with inks. Eastman has built factories for the production of raw materials. And I have only scratched the list.

But here comes a serious problem. What are these manufacturers to do when the war is over and when Germany and all the other warring nations "come back" to the world trade game? Germany's plan has been to undersell us the universe over. With her cheaper labor she can always underprice the other fellow. The solution appears to lie in a protective tariff that will protect these new and really infant industries until they can get on their feet. I have such faith in American enterprises that I am sure we will be able to demonstrate our ability, if not our superiority, in the production of these essential raw materials.

Portion of Address before New York Advertising Men's League, Oct. 1, 1914.

We now come to what is in many respects the most important phase of this whole discussion. A great deal is being said and written these days about a "Made in America" campaign. It seems a fine and thrilling prospect too, this buying, booming and consuming of domestic goods and products. But the truth of the matter is that it faces a serious crisis.

I yield to no man in my appreciation of Yankee achievement. We have set the world mark for industrial supremacy and individual prestige all up and down the shining highway of business advance. But, unless I am much mistaken a "Made in America" campaign based on pure patriotism is a mistake and it will not permanently succeed. There is no patriotism in the purse. You have got to show *how* and *why* our goods are better than any other. The appeal therefore in this advertising crusade must be made to the pocketbook, not to the sentiment. It is all right to make the eagle scream, but you have got to explain why he is making a fuss.

### SHOW ADVANTAGES OF HOME PRODUCT

What we must do to get this campaign across is to tell by word, deed and printed letter how the American mode, the American product, the American method of merchandizing is the best one for the American consumer; how accessibility, economy in transportation costs and general dyed-in-the-wool quality are the essential things that not only put money in the pocket but give satisfaction.

All that is necessary for one part of this job is a little judicious policing. Most people do not know that many articles sold in the United States under the labels of foreign make are really produced in the United States. This is notably true of serges, woollens and clothes-stuffs. It we have bought these goods under the impression that they were foreign why shouldn't it be easier

## Besides Circulation

Over 45 years ago the *Railway Age Gazette* (then the *Railroad Gazette*) supported by a few eminent engineers, but entirely alone among publications, successfully proved the advantage and economy of building all railroads one standard gage.

Again, when certain interests, bent on self aggrandizement, had almost succeeded in convincing Congress that the Isthmian Canal should follow the proposed Nicaragua route, an editorial from the *Railway Age Gazette*, read on the floor of the Senate, changed the vote to Panama.

The adoption of standard threads for bolts and nuts, a limiting condition in the repair of cars on foreign roads, was initiated and carried through with magnificent support by the *Railway Age Gazette*.

The American Railway Engineering Association was formed and fathered in the office of *The Railway Age*, now consolidated with the present publication.

The month of June, 1908, marked the first issue of an exclusive publication, *The Signal Engineer*. So far as we know there is no other paper in any country devoted solely to the interests of the new but expanding science of railway signaling for train protection.

The *Railway Age Gazette*, *Mechanical Edition*, is, we believe, the oldest technical publication in America. Founded in January, 1832, it has been a tremendous factor in modern locomotive building and in the development and progress of mechanical subjects affecting railroads.

These are some of the things that are not usually known about the *Simmons-Boardman Publications*. Such things make possible the highest grade of quality and quantity circulation. And don't forget that the door to our circulation books is always open.

**RAILWAY AGE GAZETTE**  
Average Circulation 9,493

**RAILWAY AGE GAZETTE**  
**MECHANICAL EDITION**  
Average Circulation 4,283

**THE SIGNAL ENGINEER**  
Average Circulation 4,626

**SIMMONS-BOARDMAN PUBLISHING CO.**

NEW YORK CHICAGO CLEVELAND LONDON

*We are members of the Audit Bureau of Circulations*



*"Unlike any other paper"*

We're optimists because optimism is only another word for orders. Our business is better than good because those who know the farm field by experience recognize the present opportunity. They are harvesting farm profits in the biggest farm paper published—will you?

## **The Farm Journal**

A. B. C. MEMBER

Washington Square  
Philadelphia

to buy them when they fly their right and proper national colors:

In a word it seems to me that the "Made in America" publicity campaign ought to be a "Reason Why" campaign full of brass tacks that must be driven home with conviction; with concrete facts; with a definite business appeal.

No one can deny that the whole prospect that spreads before us is one of thrilling possibilities. We seem to stand at the frontiers of world-need as the nation of succor and rehabilitation. At our feet lies one continent clamoring for supplies; in our own land a whole new field stands ready to be exploited. It stirs the heart and makes the pulse beat.

### EXPANSION DEPENDENT ON GOVERNMENT GOOD WILL

But there can be no adequate consummation of this swelling plan until we get some kind of co-operation from our Government. It is one thing to say, "Let us conquer a new trade world; let us plant the flag of our commerce where it has never flown before." But what has been the fate of those few great commercially pioneering corporations that have sown the seeds of Yankee enterprise wherever the trade winds blow? They have been fighting for existence for years; they have been heckled, baffled, bullied; the target of political demagogues; the butt of the professional agitator. They have been dragged into courts of law—not courts of justice—to dangle as scalp at partisan belts. Concerns like the Eastman Kodak Company, the National Cash Register, the Harvester Company, the United States Steel and the Standard Oil Company—all those huge companies that have given American industry a really world-wide prestige are in the throes of costly and unnecessary litigation that has diverted them from their real task.

I hold no brief for these corporations, but I do maintain that American commercial expansion has not had a fair deal, and now when the crisis comes that would



test and bring out the results of years of expensive pioneering, the distractions at home put a premium on progress.

Let the government give Big Business a fair chance; let initiative and development have their day. When this is achieved, and with the vast and compelling force that advertising represents, we can capitalize the war into a period of splendid expansion for the whole United States.

### Failure of Effort to Sell Coal by Mail

Coal trade journals declare that the financial embarrassment of the Harman Coal Company, of Chicago, for which a receiver has been asked, demonstrates the futility of the mail-order method of selling coal. W. S. Harman, H. S. Van Auker and others concerned in the management have resigned, and the stockholders have reorganized and elected a new staff of officers, and are endeavoring to arrange matters with the creditors so as to permit a continuance of the business. Liabilities are said to be \$60,000, with assets not more than sufficient to pay the cost of administration.

In commenting on the alleged fiasco, the *Retail Coalman*, of Chicago, says: "A reason for the failure of Harman's mail-order plan is that the method is fundamentally wrong, so far as the coal business is concerned. Coal is both a seasonable and a bulky commodity. There is only a limited season in which the domestic tonnage is in active demand, and the successful producer must constantly figure his outlet for steam sizes in proportion to the market for domestic sizes. It is only in this way that he can strike an average price that will show a profit on the entire year's business."

"Another important point is the fact that the coal business is conducted on such a narrow margin of profit that the opportunity does not exist to make any pronounced reduction in the selling price unless an inferior grade of coal is substituted."

The inconvenience and expense involved in delivering the coal from the siding, where the car is delivered, to the homes of consumers who jointly purchased the coal under the mail-order plan, are also pointed out as leading reasons why such a plan cannot succeed.

### Cotton as Part Payment for Accounts Payable

As their contribution to the relief of the Southern cotton market, Fleischaker & Baum, toy manufacturers in New York, advertise in trade papers that they will accept from customers who buy "Effenbee" dolls cotton warehouse receipts up to 20 per cent of the amount of the account.



*We do not ask you to take our word*

for our claims for Old Hampshire Bond. You can prove that it will cost you about 1/10 of a cent more to write a letter on Old Hampshire Bond than on ordinary paper. To prove whether it is worth the extra 1/10 of a cent, we want to send you some sheets of Old Hampshire Bond to try. Have a letter written on it, fold and unfold it, place it on your desk with ten other letters received in your mail not on Old Hampshire Bond, and let Old Hampshire Bond speak for itself. Judge it as you would a man whom you were considering for a position as a representative of your firm.

*Simply write us on your present letterhead*

**HAMPSHIRE PAPER CO.**

*South Hadley Falls, Mass.*



# The Standard Union Brooklyn, N. Y.

WILLIAM BERRI

FRIDAY EVENING, OCT. 2, 1911.

EIGHTEEN PAGES.

STATEMENT OF THE OWNERSHIP,  
MANAGEMENT, CIRCULATION, ETC.,  
OF THE STANDARD UNION, PUB-  
LISHED DAILY AT BROOKLYN, N.  
Y., REQUIRED BY THE ACT OF  
AUGUST 24, 1912.

Editor—J. A. Halton.

Managing Editor—Theodore Bosshard.

Business Manager—H. L. Bridgman.

Publisher—Brooklyn Union Publishing  
Company.

Owners—(Stockholders holding 1 per  
cent. or more of total amount of stock)—  
William Berri, Standard Union Office.

Known bondholders, mortgagees, and  
other security holders, holding 1 per cent.  
or more of total amount of bonds, mort-  
gages or other securities—William Berri,  
Standard Union Office.

Average number of copies of each issue  
of this publication sold, or distributed,  
through the mails or otherwise, to paid  
subscribers during the six months preced-  
ing the date of this statement, April 1st,  
1914, to Oct. 1st, 1914, Daily 61,970 Net;  
Sundays, 71,254 Net.

H. L. BRIDGMAN,  
Business Manager.

Sworn to and subscribed before me this  
30th day of September, 1914.

J. E. BEACH,  
Notary Public.

Daily	-	61,970 net
Sunday	-	71,254 net

The Standard Union is the only  
Brooklyn newspaper which makes use  
of the word "net" in its statement to  
the Government.

## Effect of Clayton Act on Advertisers

**Certain Practices Declared Unlawful, But No Penalties Are Mentioned—Quantity Prices Not Discouraged—How Leasing Is Affected—Points in New Law That Call for Study**

*Special Washington Correspondence*

**A**DVERTISING and manufacturing interests are likely to be considerably affected by the Clayton bill which has just passed Congress, although many of the drastic provisions in the original draft of the bill have been eliminated, and in the process of revision by the House, and later by the Senate, "teeth were drawn," to use the phrase applied by the senators who stood out for more drastic legislation.

In other words the final phraseology of the bill is such that, in certain instances, practices are declared unlawful but no specific penalties are imposed. In certain quarters in Congress there is such dissatisfaction on this score that some members have announced a determination to seek the passage of supplementary bills fixing penalties for violations. However, there is little prospect of such an aftermath.

In business circles there is a feeling that Section 2 of the bill as passed—for all that it was rewritten in the Senate—will operate to limit the action of advertisers and manufacturers in granting exclusive agencies or sole selling rights. This section as enacted reads: "That it shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities, which commodities are sold for use, consumption or resale within the United States or any territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, where the effect of such discrimination may be to substantially lessen competition or tend

to create a monopoly in any line of commerce: Provided, That nothing herein contained shall prevent discrimination in price between purchasers of commodities on account of differences in the grade, quality or quantity of the commodity sold, or that makes only due allowance for difference in the cost of selling or transportation, or discrimination in price in the same or different communities made in good faith to meet competition: And provided further, That nothing herein contained shall prevent persons engaged in selling goods, wares, or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade."

### QUANTITY DISCOUNTS SANCTIONED

It will be noted that quantity discounts which some persons thought might be prohibited by the current anti-trust legislation are, on the contrary, specifically sanctioned. Moreover a number of significant loopholes for advertisers and sellers would seem to be found in such phrases as "due allowance for difference in the cost of selling," and "discrimination in price made in good faith to meet competition." Whether this section of the law will operate to interfere with exclusive agencies may very possibly be dependent upon judicial interpretation of the question whether any given exclusive agency tends to "substantially lessen competition or tend to create a monopoly." Prevailing opinion in official circles at Washington is that even if the effect of the law upon exclusive agencies is an open and debatable question there can be no two opinions as to its applicability to the sales methods of certain classes of manufacturers—as, for example the makers of printing presses—whose representatives have recently testified before Congressional committees to the effect that it is their custom to scale or vary prices on given products according to the credit of different customers and other influences.

Section 3 of the new law will

probably provoke, in advertising circles, even more discussion than Section 2. Section 3 is one of the portions of the bill that was rewritten in the Senate, and it is very frankly aimed at that practice on the part of manufacturers which was sanctioned by the Supreme Court of the United States in the memorable decision in the Dick-Henry mimeograph case. Incidentally, it would seem that Section 3 is an even more direct blow than is Section 2 at the exclusive agency system as this system is operated by many interests.

The section is as follows: "That it shall be unlawful for any person engaged in commerce, in the course of such commerce, to lease or make a sale or contract for sale of goods, wares, merchandise, machinery, supplies or other commodities, whether patented or unpatented, for use, consumption or resale within the United States or any territory thereof or the District of Columbia or any insular possession or other place under the jurisdiction of the United States, or fix a price charged therefor, or discount from, or rebate upon, such price, on the condition, agreement or understanding that the lessee or purchaser thereof shall not use or deal in the goods, wares, merchandise, machinery, supplies or other commodities of a competitor or competitors of the lessor or seller, where the effect of such lease, sale or contract for sale or such condition, agreement or understanding may be to substantially lessen competition or tend to create a monopoly in any line of commerce."

Section 4 of the new law provides, "That any person who shall be injured in his business or property by reason of anything forbidden in the anti-trust laws may sue therefor in any district court of the United States in the district in which the defendant resides or is found or has an agent, without respect to the amount in controversy, and shall recover threefold the damages by him sustained, and the cost of suit, including a reasonable attorney's fee."

There is a sting in Section 3 of the new law which stipulates "That a final judgment or decree hereafter rendered in any criminal prosecution or in any suit or proceeding in equity brought by or on behalf of the United States under the anti-trust laws to the effect that a defendant has violated said laws shall be prima facie evidence against such defendant in any suit or proceeding brought by any other party against such defendant under said laws as to all matters respecting which said judgment or decree would be an estoppel as between the parties thereto." It is provided, however, that this section shall not apply to consent judgments or decrees entered before any testimony has been taken.

#### WILL CO-OPERATIVE ADVERTISING BE AFFECTED?

Co-operative advertising by individual producers has assumed such proportions in recent years that there may be more or less interest in the question of whether such individuals can claim any of the exemptions provided for in Section 6 of the new law which stipulates: "That the labor of a human being is not a commodity or article of commerce. Nothing contained in the anti-trust laws shall be construed to forbid the existence and operation of labor, agricultural or horticultural organizations instituted for the purposes of mutual help, and not having capital stock or conducted for profit, or to forbid or restrain individual members of such organizations from lawfully carrying out the legitimate objects thereof, nor shall such organizations or the members thereof, be held or construed to be illegal combinations or conspiracies in restraint of trade, under the anti-trust laws."

In Section 7 is the prohibition against any corporation engaged in commerce acquiring the whole or any part of the stock or other share capital of another corporation where the effect of such acquisition may be to substantially lessen competition between the

**Foldwell**  
of A

## A Story of Accomplishment

**Our New York Agents Will Send You the  
New "FOLDWELL" Book**

**You can have it FREE**

**Lasher & Lathrop**

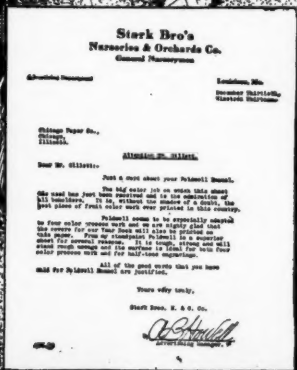
18 Beekman St., New York City

## Whitehead & Alliger

8 Thomas St., New York City

This helpful book contains facts which will enable you to accomplish unusual results—it explains how Foldwell Coated Book meets every requirement which you have always demanded but have never found.

**We will send the book direct from Chicago  
if you live west of Pittsburgh  
WRITE NOW**



Chicago Paper Company  
CHICAGO

## "I Refused to be the Goat!"

*Written by an Office Manager.*

Papers used to get lost in filing. Even when they were filed properly it took forever to find them. It was costing too much for office detail work. Being office manager, I was the official goat, a distinction I am temperamentally unfitted for. One day, I read this book, "The Signal System," which showed me the trouble exit. I put in the system at once. The idea was to use a different color of paper for each office form, for each branch office form, and for different form letters. Filing was done in a quarter the time—and accurately.

Executives said it saved a pile of their time—**valuable** time, they called it.

What made the system possible was the fact that I was able to use one grade of paper throughout—a fine, tough, quality feeling stock, good enough for form letters yet cheap enough for billheads and office forms.

This paper is Hammermill Bond and comes in twelve standard colors and white. It has saved us a lot of money and time and I am no longer the goat.—*An Office Manager.*

Send for the above book, "The Signal System," and for a big new portfolio of samples. Please mention your business and position.

**HAMMERMILL PAPER CO.**  
**ERIE, PA.**

**HAMMERMILL**  
**BOND**

*"The Utility Business Paper"*  
Envelopes to match

Sold by Paper Jobbers in Every  
Large City  
Also sold in 10c tablets  
Ask Your Stationer

two corporations. Presumably, of course, this section would not interfere with consolidations or acquisitions such as those in the recent history of the Eastman Kodak Company whereby a firm takes over factories engaged in the production of goods of the same general class, but which are not directly competitive with its original lines. The same section of the law stipulates that nothing contained therein shall prevent a corporation from causing the formation of subsidiary corporations for the actual carrying on of their immediate lawful business.

### INTERLOCKING DIRECTORATES

The provisions of the new law against interlocking directorates have been the subject of so much discussion in the daily press as to require only passing reference here. However, advertisers may be affected by Section 10 which provides "That after two years from the approval of this Act no common carrier engaged in commerce shall have any dealings in securities, supplies or other articles of commerce, or shall make or have any contracts for construction or maintenance of any kind, to the amount of more than \$50,000 in the aggregate, in any one year, with another corporation, firm, partnership or association when the said common carrier shall have upon its board of directors or as its president, manager or as its purchasing or selling officer, or agent in the particular transaction, any person who is at the same time a director, manager or purchasing or selling officer, or who has any substantial interest in such other corporation, firm, partnership or association, unless and except such purchases shall be made from, or such dealings shall be with, the bidder whose bid is the most favorable to such common carrier, to be ascertained by competitive bidding."

In Section 11 of the law it is detailed that authority to enforce compliance with sections two, three, seven and eight of the act will rest in the Interstate Commerce Commission where applica-

ble to common carriers; in the Federal Reserve Board where applicable to banks; and in the new Federal Trade Commission where applicable to all other character of commerce. Whenever the commission has reason to believe that any person is violating or has violated any of the provisions of the above-mentioned sections a notice of complaint is served and thirty days notice given of a hearing at which the person complained of has the right to appear and show cause why an order should not be issued by the commission requiring the person named to cease and desist from violation of the law. If any person fails or neglects to obey an order of this kind after it has been duly issued the commission may apply to the Circuit Court of Appeals of the United States within any circuit where the violation complained of took place or where the person resides or carries on business for the enforcement of its order. The judgment and decree of the court, it



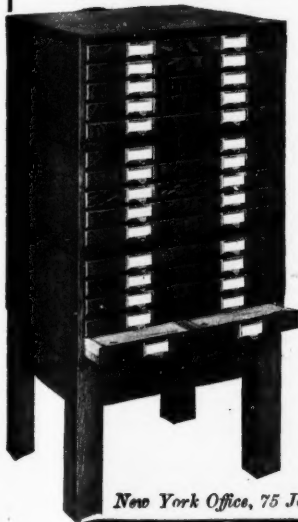
—at present  
Manager  
Business Aid Department  
American Multigraph Sales  
Co.

—experienced  
Sales and Advertising  
Manager  
Advertising Agency  
Manager.

—after October 15th, 1914  
At liberty.

Geo. Wilson Craig  
4806 Euclid Avenue  
Cleveland, Ohio

## Do you FILE or PILE your Cuts?



### Weid Sectional Electro Cabinets

provide accessible and dust protected space for your engravings, type forms, etc.

You buy the *Top* Section first—it contains over 1200 square inches electro space. You add *Bottom* Sections as you need them. Stack them as high as you wish. Use of Base is optional.

Price—Plain Oak, Golden or Natural Finish  
Top Section - - - \$6.00  
Bottom Section - - - 5.25

Freight paid on \$10.00 orders to Eastern and Central States.

Made also in Quartered Oak and Birch Mahogany at proportionate prices.

### Get Weid Catalogs

Weid products are practical, efficient and economical. This is but one of many styles of files for electros, forms, photos, drawings, copy, correspondence, cards, etc., listed in 96 page Catalog "F."

You ought to have our catalogs of time, temper, trouble saving Devices and Sectional Bookcases.

**The Weid Manufacturing Co.**

New York Office, 75 John St.

59 Union St., Monroe, Mich.



is stipulated, shall be final, except that the same shall be subject to review by the Supreme Court upon certiorari.

It is provided in Section 16 of the act that any person, firm, corporation or association shall be entitled to sue for, and have injunctive relief in, any court of the United States having jurisdiction over the parties, against threatened loss or damage by a violation of the anti-trust laws, including Sections 2, 3, 7 and 8 of this Act.

The new Federal Trade Commission which will be charged with the enforcement of those provisions of the anti-trust laws which affect manufacturers and advertisers will be composed of five members who will be appointed for terms of three, four, five, six and seven years, respectively, and who will receive in each instance a salary of \$10,000. No commissioner can engage in any other business. In the act creating the commission the body "is hereby empowered and directed to prevent persons, partnerships or corporations from using unfair methods of competition in commerce." The Commission is also given power "to gather and compile information concerning and to investigate from time to time the organization, business, conduct, practices and management of any corporation engaged in commerce and its relation to other corporations and to individuals, associations and partnerships." The Commission is authorized, under the Act which creates it, to make public from time to time the information it collects "except trade secrets and names of customers." Any officer or employee who makes public any information obtained by the Commission without its authority is liable to imprisonment not exceeding one year and a fine not exceeding \$5,000.

The Alfred Benjamin-Washington Company has launched its brand of "Benjamin Correct Clothes" in national mediums. The first copy appeared in the October 10 issue of the *Saturday Evening Post*. Other mediums will be added from time to time.

## Technical Publicity Discusses Copy Censorship

Several interesting view-points on copy censorship by publishers was brought out at the first meeting of the Technical Publicity Association at the Hotel Martinique last Thursday. Speaking as an editor, E. J. Mehren, of the *Engineering Record*, showed that censorship by the editorial department—a method which he claimed was in vogue with the leading technical publications—increased the confidence of the readers in the paper as a whole, thus making it of maximum value.

In the discussion which followed O. C. Harn, of the National Lead Company, made a strong argument in favor of rigid censorship by the editorial department—or men who know the technical application of the product. "Advertisers who plume themselves on their high moral standards," said Mr. Harn, "are quite apt to think that everybody else's copy needs censoring but their own, and resent any inference on the publisher's part that they are dishonest or misleading. But they shouldn't feel that way, because when a publisher makes a copy suggestion he is doing it in the interests of the advertiser. As a matter of fact, we find that nothing we have ever said in copy cannot be said in another way. There is no use depriving yourself of a good medium just for the sake of having your way. And as for such statements as 'the biggest plant in the world,' I wouldn't think of arguing about it, for the simple reason there is not sufficient selling value in this statement to warrant the space it takes up."

Elliot Read, advertising manager of the Westinghouse Lamp Company, closed the meeting by giving the results of an investigation he had made on the methods used by various advertising departments in gathering and filing information for sales and advertising use.

## Campaign to Improve Retail Methods

The Sales Managers' Association of Seattle, Wash., has started a systematic study of retail merchandising and the conditions prevailing in that section, with a view of co-operating with the small retailer in every practicable way to assist the latter in adopting higher standards.

The reason given is that increasing competition from mail-order houses, chain stores and department stores has made the work of the retailer much more difficult than formerly, and greater efficiency is needed if he is to remain the most important factor in the field. Members of the sales managers' association are to write papers on various topics of retailing these to be discussed at the meetings.

Victor H. Polachek, who until recently was managing editor of the *Chicago Examiner*, has been attached to the staff of the general management of the Hearst newspapers.

## To the man who "can't afford" to advertise:

**T**HERE are sound reasons why some businesses cannot profitably advertise, but "can't afford it" is not on the list.

Of course not every bank-account can run to six-figure appropriations, or five, or even four. What of that? Ten dollars won't buy as much advertising as a thousand, but it will buy just as *real* advertising as a million.

And pretty often it is the ten-dollar business that has the best prospect and the greatest need. Small beginnings seem to be a fairly well-established law of nature.

When people tell us they can't afford advertising we generally prove that the only reason they can't afford it is because they haven't.

Paradoxical? Talk to us and see.

### The Procter & Collier Co.

ADVERTISING AGENTS

New York

Cincinnati

Indianapolis

*Member Audit Bureau of Circulations*



## SUGGESTION, REPETITION, CONTACT

A noted French psychologist has said "masses of people are influenced by the process, SUGGESTION, REPETITION, CONTACT."

The greatest advertising successes have been attained by the use of these three factors.

Street Car cards convey SUGGESTION most effectively, as they do all ages and all classes, spread mental CONTACT.

## STREET RAILWAY

WESTERN OFFICE  
First National Bank Bldg., Chicago

"Flatiron"



## REPETITION, CONTAGION

masses of people are mostly impressed not by argument, but by a three-fold  
 CONTAGION  
 been attained in this process.  
 N most effective give REPETITION most frequently; and reaching  
 al CONTAGION in the strongest possible degree.

RAILWAY ADVERTISING CO.

Office  
 "Flatiron" Building, New York

PACIFIC COAST  
 Crocker Bldg., San Francisco

# The Baltimore Sun

## Baltimore, Maryland

Sworn Statement to the United States Government, of  
Ownership, Management, Circulation, Etc.

(Required by the Act of August 24, 1912)

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding date of this statement:

Daily Sun ..... **135,421**  
Sunday Sun ..... 81,947

(Signed) THE A. S. ABELL COMPANY,  
Paul Patterson, Business Manager.

Sworn to and subscribed before me this first day of  
October, 1914,

Carlyle Barton, Notary Public.

(My commission expires May 1, 1916.)

### Comparative Statement of Average Daily Net Paid Circulation, April 1 to September 30

	1913	1914	Average Daily Gain	Percentage Increase
DAILY .....	127,452	135,421	7,969	6%
SUNDAY ...	78,045	81,947	3,902	5%

### Average Daily and Sunday Net Paid Circulation for SEPTEMBER, 1914

Daily..... 136,610      Sunday..... 82,455

The Sun Never Includes Extras in Circulation

Member Audit Bureau of Circulations

#### Foreign Representatives :

New York City, Times Building,  
John B. Woodward, W. S. Bird, H. M. Kyle, E. N. Bayne  
Chicago, Tribune Building.....Guy Osborn  
Detroit, Ford Building.....H. K. Clark  
St. Louis, Globe-Democrat Building.....C. A. Cour

## Proving the Case for Branded Goods

**Manufacturers Tell the Fair Trade League That Prices Will Not Advance—No Disposition to Take Advantage of War Conditions—Rather Stand an Actual Loss Than Increase Prices**

HOW are the manufacturers of branded goods responding to the opportunity, pointed out in an editorial entitled "Prove the Case for Branded Goods" in PRINTERS' INK for August 27, to prove to the public that trade-marked goods of known price and known value are an economic benefit? In contrast with the fluctuations in the price of unbranded commodities, some of which undoubtedly are the result of manipulation for private profit, are advertised goods holding their ground? Will advertisers increase the price of their products just because the war gives them an excuse for doing so, or will they sustain a loss of profits, if necessary, in order to intrench themselves in public confidence, and to prove that the theory of standard products at a standard price is economically sound?

In the editorial above mentioned, we pointed out that advertised goods are now virtually on trial. The public is looking to advertisers to make good their boast that advertising makes it possible to produce a better product at less cost, and maintains a steady demand which enables the price to remain stable. The American Fair Trade League reprinted the editorial, and sent it to members with a letter requesting candid answers, in strict confidence, to two questions. Those questions are:

"1. Is there a reasonable possibility that the resale price on your product or products will advance in the course of the present war?

"2. Will such advance or advances be limited to actual advances of prices of raw materials used in making and packing your goods? What other possible

causes for such advances occur to you?"

Under the seal of confidence as to names, PRINTERS' INK has been given access to the answers received by the League. Following are extracts from some of the most significant of them, every one an advertiser of trade-marked goods, and many among the most prominent in the country. The kind of product advertised is named in connection with each answer.

### BREAKFAST FOOD

"While it is impossible to say what price we will be obliged to put on ——— should the present war conditions continue, we do not contemplate the probability of our advancing the price.

"As a matter of fact, persons like ourselves, who have an absolutely limited selling price, have to take the bitter with the sweet. Sometimes, of course, we make a lot of money. At other times we don't. In the present situation we are certainly among the don'ts. However, will say, frankly, that *we would lose several hundred thousand dollars a year—not in possible profits, but in outright loss—before we would advance the price.*"

### BAKING POWDER

"We believe it would be better policy to do business at a lower profit, for a time, than to advance the price, and take advantage of the opportunity, as suggested, to impress on the public the stability of our prices."

### CARPET SWEEPERS

"We have numerous letters from customers throughout the country who apparently anticipated or felt that our prices would be advanced, but we have told them invariably that, although we might be justified in advancing our prices, our prices were uniform and fixed to jobbers and retailers and consumers, and that we would hesitate a long time before raising our prices. Hoping, as we do, that the war will terminate within a reasonable period, we are willing to suffer some losses rather than advance our prices.

"Although raw materials in some instances are costing us more on account of the war, we have absolutely no intention, for the present, of advancing our prices to the trade. There could be no justification for advancing our prices now, except that we might be forced to it by the advance in prices of raw materials."

#### FILING CABINETS

"We are only too glad to have all the orders we can get at the prevailing prices, and there seems to be no tendency toward an increase either in the cost of material or of wages, although all kinds of expenses seem to be creeping up continually."

#### STOVES AND RANGES

"In reply to question No. 1, I wish to say that I see no indication of any advance in prices in our line, at least for the year 1914.

"To question No. 2: There is no possibility, in the writer's opinion, of advances being called for on account of the additional cost of raw material used in the production of our line of goods.

"Iron at the present time and for some time past has been very weak, and I don't know of a time during the last year when prices have been lower than they are today. There has been a little improvement in sheet steel, which we use in quite large quantities, but not anything to make mention of as far as an advance is concerned.

"At the present time our business is quite satisfactory; in fact, it has held up this year under conditions that are quite favorable, and with our present orders, which have improved quite materially in the past month, and especially the past two weeks, we have every reason to believe that our year's business will show as large a volume as last year's, and it may exceed last year's slightly.

"With few exceptions, I cannot see wherein our country should be generally disturbed on account of the foreign war situation. I can understand why such cities as New York, Boston, and Philadelphia, which do quite extensive and important business, would be

affected by the conditions of the war, and we are going to suffer a little in Southern territory, where cotton is the large crop; but we have reason to believe that the banks, and perhaps the Government, will come to the rescue, so that cotton-raisers will be able to secure a certain amount on their stock of cotton. I understand that large warehouses are nearing completion where cotton can be stored. We find our business somewhat affected, because the merchant is cautious and is waiting for future results. The American cities in general, I feel, are all wishing and praying that this terrible war will come to an end very soon; but no one can predict. I don't think this country should be disturbed, and if people would talk less and think less about the situation and attend strictly to business, a certain amount of benefit would follow."

#### DUSTLESS DUSTERS

"Our selling prices are fixed and are maintained by our five thousand retailers. Any advance in our cost will not be permanent.

"We do not expect to make any change in prices."

#### SAFETY RAZORS

"We do not intend to advance the price of — Safety Razors on account of the present war. Certain materials incidental to the making of our goods have increased, but not enough to demand our changing our position as to the resale price.

"The article on demonstration of the value of standard prices in face of the general tendency to advance prices is about the soundest demonstration that the writer has seen to date."

#### WATCHES

"There is no possible chance of any advance in price. It is true that the materials which enter into the watch do cost more money, but, like all other standard-price articles, the price must be maintained. We presume on articles like food, or probably things that are sold by weight, it will simply be a matter of giving the con-



# Uninterrupted Growth!

5th U. S. Post Office Statement

**Net Paid Circulation 56,465**

P. O. STATEMENT  
No. 1

Oct. 5, 1912, Item Net Paid 44,752

P. O. STATEMENT  
No. 2

April 2, 1913, Item Net Paid 48,325

P. O. STATEMENT  
No. 3

Oct. 3, 1913, Item Net Paid 53,901

P. O. STATEMENT  
No. 4

April 2, 1914, Item Net Paid 51,329

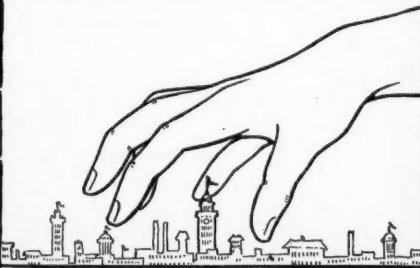
P. O. STATEMENT  
No. 5

Oct. 3, 1914, Item Net Paid, 56,465

## The New Orleans Item

"Nothing Succeeds Like Circulation and SERVICE"

Reach the buying public  
of the Pacific Northwest  
through your poster now



**Foster & Kleiser**

Seattle Wash.  
Portland Ore.

Tacoma Wash.  
Bellingham Wash.

**I**N DECEMBER, 1912, we brought THE AMERICAN MAGAZINE out in "just the right size" and printed an edition of 359,305.

In October, 1914,—eighteen months after the change in size—the edition is 472,000.

The increase in circulation represents the steady, normal addition of discriminating people who believe the new AMERICAN MAGAZINE is better than the old.



LEE W. MAXWELL  
*Advertising Manager*

C. R. WOODWARD  
*Western Manager*

sumer a little bit less in weight; but when an article is manufactured and in a class similar to ours, the question of raising the price has never been thought of, and is entirely out of order, unless it would be for a special, improved, adjusted and higher grade movement, made for the same model, but of higher specifications."

#### DISINFECTANTS

"We shall not increase our retail price, although many of the articles going to make up the package have been affected."

#### MEN'S UNDERWEAR

"There is no reasonable possibility that the resale price of our product will advance in the course of the present war."

"If we have occasion to advance our prices, which is not at all likely, it will be confined to the actual advance we pay."

#### STATIONERY

"There is a reasonable possibility that the resale prices on our products will advance in the course of the present war."

"Advances will be limited, as far as possible, without causing an actual loss. Our business is largely manufacturing, and the price of raw material has advanced, causing the withdrawal of all prices on flat papers. Package goods will advance where bottles and containers have been made abroad, but no doubt the advance will be absorbed by dealers until such time as a revised price is made on goods."

"We do not anticipate that the selling price to consumers on standard specialties will be advanced at this time."

"No other possible causes occur to us, inasmuch as the manufactured goods that were received from Germany and Austria are not being received at all. American goods in many instances are being substituted."

#### WATCHES

"Of course we do not sell food products; but, in answer to your first question, our prices are not likely to advance. This also covers the second question."

#### WRITING PAPERS

"There is a reasonable possibility that prices on our products will be advanced, due to the advance of from 15 to 25 per cent in raw materials."

"If prices are advanced, the advance will cover actual increase in the cost of material, and it is not our intention to consider other causes for such advances."

"We do not have established resale prices. It is our opinion that the retailer will increase retail price to cover advance."

#### MEN'S FURNISHINGS

"I wish to advise that there will be no advance in our nationally advertised brands."

#### INFANT FOOD AND DRUG SPECIALTIES

"It is altogether unlikely that the resale prices of any of our advertised specialties will advance in the course of the present war."

#### PROPRIETARY MEDICINES

"While our products depend upon several constituents of foreign make, which have materially advanced on account of the war, we had a large supply on hand before the war, and will therefore not be affected one way or the other. Even though we should have to pay the advance price on these articles, we would not raise the price of our standard products under any circumstances. We would prefer to sell without any profit at all for a while rather than boost the price."

#### SHOES

"Ultimately there is no question but that the resale price on our product will advance. We were up against a very hard proposition regarding leather before the war, and, of course, the situation is now acute. We hardly look for an advance on the low-shoe season, but with the advent of fall business, a year from now, we would say shoes would go up at least fifty cents and possibly a dollar a pair. We hardly look for increases excepting in raw material, as our labor seems to be well paid in proportion to other trades."

#### MEDICAL PREPARATIONS

"There isn't any possibility that

the resale price on our products will advance during the course of the present war.

"Nearly all the articles we use, however, have advanced in price since the war began."

#### SUSPENDERS

"We do not think there will be any advance in the retail price of our products during the course of the war. In fact, we would be willing to guarantee that no advance will be made.

"While there is a remote possibility that some raw materials used in our products may advance, we should not consider making any advance ourselves, unless the advances we are obliged to pay should be substantial, which we think is very remote. It is our policy not to advance prices unless we are absolutely forced to do so for preservation of the legitimate profit."

#### FACE CREAM

"Our prices have not and will not be advanced, either to dealer or consumer, on account of the present unsettled conditions due to the European conflict; neither has our scale of discounts been changed in any particular.

"We are already paying a higher price for nearly all our raw materials than before the war broke out, and the indications are that we will be obliged to meet an advance in all lines. It is our intention, however, to absorb this increased expense and continue to supply our goods at the prices and discounts that have obtained for the last several years. This accords with our policy during the Spanish-American War, when we assumed the tax on our good, without advancing the price to even partially cover the increased cost.

"We do not apprehend any circumstances that will make it necessary for us to change our intention in regard to assuming the added expense in the manufacture of our goods on account of the present disturbance."

#### GRAPE JUICE

"There does not appear to be any possibility of our increasing the prices to retail trade on ac-

count of the present war conditions, and we would certainly make strenuous efforts not to make any change that would necessitate an advance in the resale price."

#### MEN'S UNDERWEAR

"While the price of dyestuffs, etc., have advanced, there will be no advance in the resale price of our products. The fact that we have always advertised a resale price for our merchandise at 50c per garment and guaranteed to give the consumer satisfaction without any limit or any other strings to our guarantee precludes the possibility of our increasing this resale price or cheapening our product in any way. In other words, we have found that giving a bona fide guarantee with our merchandise forces us to make it better every year. We are obliged to stand these losses on increased prices ourselves."

#### CREAM SEPARATORS

"As in the case of most if not practically all price-standardized articles, there has been and will be no change in the resale price of our machines in the course of the present European war, though the cost and difficulty of obtaining some of the materials we use have greatly increased.

"Our machines are resold at identically the same prices everywhere in the United States and Canada, all cost of production and freight differences being assumed by ourselves, to guard against any excuse for price variation."

#### MEN'S FURNISHINGS

"There will be no advance in prices to jobber, retailer, or consumer. We maintain the same prices, regardless of the advances that come and go in materials that we use.

"On the occasion of the tremendous advance in rubber, several years ago, the price was not advanced."

#### HOSIERY

"There is no likelihood whatsoever that the resale price of our hosiery will advance in the course of the present war. The prices of our hose at retail have been

# We are Ready for New Men

The Sackett & Wilhelms Co. will need from four to six additional salesmen. They must be men of the highest type—men who because of their experience and mental equipment are qualified to talk to the *big buyers* of advertising material and sell them the finest lithography and printing made.

We have been established thirty years. Our plant covers an entire city block and is equipped with every description of press and all types of machinery for the rapid and proper production of *quality work*. Hundreds of examples of the clever advertising creations of this company may be seen in the color work used by successful national advertisers.

*A knowledge of advertising is positively necessary.* We cannot entertain applications from men who have not been sellers of lithography or of advertising. We want men familiar with publicity methods of the day.

*Apply by letter only.* Applications will be read by only the President and Sales Manager thus insuring privacy to all communications.

Address E. D. Gibbs, General Sales Manager

## Sackett & Wilhelms Co.

— LITHOGRAPHERS AND PRINTERS —

W. I. Lincoln Adams, President

Executive Offices: 432 Fourth Avenue, New York

## ***The Breeder's Gazette in Fiction***

JACK LONDON has a great circle of readers on both sides the Atlantic. His stories are famous. His income from them must be a comfortable one. He is spending some of his money on the ranch upon which he and his wife reside in Sonoma County, Cal.

We recently asked him to contribute something to this year's HOLIDAY GAZETTE. Here is his answer under date of September 2:

"Alas and alack! I have just shortly returned from Mexico, and I am four months behind in my contract with the Cosmopolitan magazine. Incidentally, I am flirting with propositions to cover the European war, and at the same time trying to catch up with my belated contract with the Cosmopolitan, hence it will be impossible for me to consider now the doing of a short story for the Christmas GAZETTE.

"I just want to say one thing: I receive about every farming and agricultural and stock-raising publication that is put out in the United States and, bar none, and beyond all, I place THE BREEDER'S GAZETTE first.

"Also in the novel that I am writing at the present time, which is a California farm novel, in my opening chapter I have the farm visited by a special correspondent of THE BREEDER'S GAZETTE."

Asked, under date of September 14, if we might make use of this warm endorsement, he replied: "Surely; with all my heart."

From the above it will appear that the famous novelist is quite as much at home in the realm of fact as in fiction. We have for a long time past suspected something of this sort about THE GAZETTE's real relationship to the industry it in part represents, and now we may as well admit it.

THE BREEDER'S GAZETTE, Chicago, is the stock-keeper's favorite publication; simply because it stands for soil building, for fertility maintenance, for the conservation of land by the employment of good live stock and thorough up-to-date cultivation of the right crops—all of which leads up to solid home building and the attainment of the highest ideals of country life.

Please give us an opportunity to convince you as to the foregoing. Permit us to send you a recent issue of THE GAZETTE at our expense. Address

## **The Breeder's Gazette**

542 S. Dearborn Street  
Chicago, Ill.

OR  
GEORGE W. HERBERT, INC.  
Advertising Building  
CHICAGO, ILL.



OR  
WALLACE C. RICHARDSON, INC.  
41 Park Row  
NEW YORK CITY

"Member Audit Bureau of Circulations"

practically staple for years and we do not look forward to any changes whatsoever."

#### VACUUM CLEANERS

"There will be no advance on our electric cleaner.

"As a matter of fact, it was only in June we reduced the price of our machine from \$30 to \$25. The reason for this was that on account of our increased distribution we were able to make this reduction, not only to ultimate users of the machine, but to our distributors as well."

#### HANDKERCHIEFS AND CRAVATS

"There is a reasonable possibility that in linen handkerchiefs which we manufacture for men there will be an advance in the cost of the linen cloth to us. We therefore shall be obliged, in all probability, toward the close of the year, or certainly by the beginning of next year, to charge the retail dealers an advanced price in order to cover the amount of the increased cost to us. This may, however, take the form of giving a coarser count in the linen than we have been giving and maintaining a scale of prices the same as heretofore, so that the retail dealers will have an article to sell at a certain price upon which they will still be making the same percentage of profit. The retailers will then have an article to retail at 25c, 50c, and \$1, the same as heretofore, but the count will not be quite so fine. Of course, the retailer will understand the situation and the goods will be represented exactly as they are at the time of sale.

"Regarding men's cravats in silk, which is our chief business and has been for the past thirty or forty years, we do not think there will be any material change in the retail prices or quality. We will probably be unable to get silks for a few months to come, at any price, from Austria and Germany."

#### TYPEWRITERS

"We do not contemplate any advance in the resale prices nor change in any list during the present war.

"If for any unforeseen reason it

is necessary to make any advance, it will only cover the actual cost of the raw materials, and if the increase were not very large we would not consider advancing our prices.

"There is no other possible reason why an advance in price of any products should be made at this time. We believe firmly in price maintenance at all times, and if any company believes in price maintenance and follows it out faithfully, there can be very little cause for advance in list prices at any time."

#### TOILET ARTICLES

"Ever since the European war started we have been receiving letters from dealers and jobbers asking whether the price of our products would be advanced. We have informed them all that we have no intention of raising our prices on our products unless we are forced to do so by having some war tax placed upon our goods.

"We were very satisfactorily protected on the most of our raw materials when the war broke out, so that there would have been no legitimate reason for us to advance our prices. On some of our items we were not so fortunately protected, but that fact would not have influenced us in raising our prices.

"If we are forced to affix a war-tax stamp on each of our packages we will be forced to increase the price of our goods the value of the stamps plus the labor in affixing them.

"We are sufficiently fortified to hold out on this basis for at least a year. If the European situation is not cleared up by that time and the present prices or higher prevail, we will necessarily be forced at that time to raise our prices slightly, but only sufficiently to take care of the advanced prices of raw materials."

#### FOOD PRODUCTS

"In the following raw materials, which we use in a large way, there has been an advance in the last six weeks:

"Sugar, from \$4.20 and \$4.30 to \$7 and \$7.25.

"Beans, from \$2 to \$4.



"Mustard seed, from 3½c to 9c.  
"Green hog products, viz., hams, bellies, etc., about 2c per pound.

"Green beef products, such as we use, 1c per pound.

"We have not advanced our prices to the jobbing or retail trade, and we do not expect to unless this advance holds for, say, six months. The reason for not advancing is that we do not care to disturb the trade prices with so many customers.

"We have not heard of any jobber or retailer quoting an advance price over our regular price on our goods, although they may have done it."

#### SHOE POLISH

"There is no reasonable probability that the resale price of our products will advance during the course of the present war. There is absolute certainty that they will not advance before January 1st. In case an advance is absolutely necessary, such advance will be limited to the additional cost of raw materials.

"It is our intention, even though we are paying increased prices for dyes, colors, shellacs, and waxes, to still maintain our price list according to the schedule that we have advertised for many years, believing that it will be better for us to absorb a temporary loss than to alarm our trade by allowing fluctuations in our price list."

#### TOOTH PASTE

"The likelihood of the price, either to the trade or the consumer, being raised, is very remote, although all of the raw materials entering into the manufacture have increased in cost, some of them as much as 1,000 per cent.

"Even at these prices, we prefer to continue our business for a time with less or no profit rather than increase the price to the consumer.

"There might be legitimate reason for increasing the price in case a stamp tax were placed on our goods. This, in addition to the present high cost of our product, might make an advance to cover the cost of the stamps necessary."

#### CARPETS

"We have as yet made no ad-

vance in the price of our goods, and we shall not do so unless the scarcity of dyestuffs forces us to. Dyestuffs have already increased from 100 to 300 per cent. A great many firms throughout the country who do not have a fixed retail price have already advanced the price of their goods, most prominent among them being one of the largest carpet manufacturers in the country.

#### KNIT GOODS

"We do not control resale prices of our product. Our regular price list has not changed for the past fifteen years, and will not change under present war conditions."

#### SILK GLOVES

"We do not anticipate having to raise the price of our gloves, although everything we purchase that goes into the manufacture of our gloves has raised to a considerable extent. Dyestuffs have gone up 25 per cent.; silk thread from 50 to 75 per cent, and other materials in about the same proportion. The advances already made will very materially cut into our profit; but, providing there are no other advances on the materials used by us, we expect to maintain our present prices."

On the whole it is quite evident that manufacturers are alive to the situation. There is no doubt that, if the policies as expressed are adhered to, the reputation of advertised goods will be greatly strengthened when the war is over and more normal conditions return.

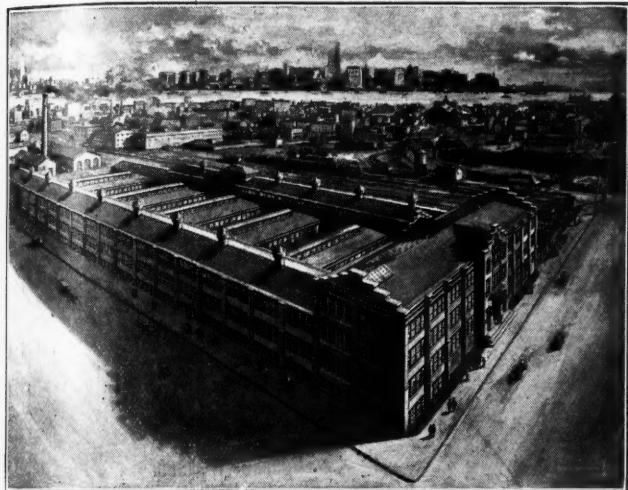
### Shopping Made Easy

Capper & Capper stores in Chicago have announced an innovation in a new department called "The Lounge." John S. Capper published a business bulletin in the newspapers in which he described "The Lounge" and its purpose as follows:

"In this room you will find that buying is a relaxation—an altogether pleasant business. Here you may sit by an open fire, read the magazines, use the telephone, write your letters or select garments at leisure. You are invited to make yourself at home in 'The Lounge,' which opens off the main clothing room. I believe that you will find such conveniences in no other American store."

The Lounge is designed particularly for young men and they are responding readily to the invitation to make themselves at home.

# Put This in Your Pocket



OUTPUT THE GREATEST—QUALITY THE BEST

## EVERY ADVERTISING MAN

**E**VERY Advertising Man needs to keep in close touch with the Originator of Type Fashions, the American Type Founders Company. The readiest way is to visit the nearest Selling House, as per list below, and get acquainted with the Manager, who is there to advise with advertising men. Then complete the course by visiting the Central Plant and the Typographic Library and Museum (accurately depicted above), in Jersey City at 300 Communipaw Avenue (telephone Bergen 1145). Only fifteen minutes from New York by the Liberty Street ferry and Central Railroad of New Jersey to Communipaw Station. You will learn things very valuable, impossible to forget.

Formula for a good time: Come in the forenoon; ask for Frank Berry. Luncheon at 12:30, make no other engagement for that day.

## AMERICAN TYPE FOUNDERS COMPANY

### Location of Selling Houses

NEW YORK  
PHILADELPHIA  
PITTSBURGH  
BALTIMORE  
RICHMOND

BOSTON  
BUFFALO  
CLEVELAND  
CINCINNATI  
DETROIT

CHICAGO  
MINNEAPOLIS  
ST. LOUIS  
KANSAS CITY  
DENVER

SAN FRANCISCO  
LOS ANGELES  
PORTLAND  
SPOKANE  
VANCOUVER

### Special Dealers

Milwaukee Printers Supply House  
Robert Rowell Co., Louisville, Ky.  
Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg

Southern Printers Supply Co., Atlanta, Ga.  
E. C. Palmer Co., Ltd., New Orleans, La.

BEST PLACES TO BUY PRINTING PLANTS

# A GAIN OF 15,104

## *Almost Entirely Within the Metropolitan Area*

The Average Daily Circulation of

# The New York Press

for the Six Months Ending September 30, 1914, was

## 109,985

of which 106,827 was net paid.

For the corresponding period of last year the average net paid circulation was 91,723,

## *An Increase in Net Paid Circulation of*

## 16 4-10%

### DISTRIBUTION OF NET PAID CIRCULATION

	1913	1914
Within 25 miles of New York...	80,228	94,884
Country .....	7,948	8,463
Mail subscription.....	3,547	3,480

Totals—average net paid daily circulation.....	91,723	106,827
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**NET GAIN WITHIN 25 MILES, 14,656**

These figures show that more than **97%** of the total handsome gain in net paid circulation is within the Metropolitan District, and that more than **88** and **8-10ths** per cent. of the total net paid circulation of The Press is within 25 miles of City Hall Square—a region directly tributary to New York shopping centres.

# Taking the Chains by Fields and Their Number in Each—V

By Charles W. Hurd and M. Zimmerman

Members of the Editorial Staff of PRINTERS' INK

THE largest number of chains is in the grocers' field, probably 500, or a quarter of all the chains, with a total of more than 8,000 stores. This is something less than 5 per cent of the 171,200 grocers in the United States. But in the cities the chain stores frequently do more than 25 per cent of the business; in Philadelphia between 60 and 70 per cent.

From another source comes information that 90 per cent of all grocers are independent dealers and that the balance of 10 per cent is divided between chain stores and mail-order houses.

By "chains" it is perhaps necessary to repeat that we mean groups of retail stores *under one ownership and direction*. We have estimated there are more than 2,000 such chains of all kinds in the United States, with a total of more than 25,000 stores, exclusive of retailers' co-operative jobbing or manufacturing combines, of which latter there are hundreds, incorporated and unincorporated, and exclusive of mere agencies. We have noted some of the more important of these combines, but we have not counted them in the figures. For the same reason we have excluded from our list syndicate ownerships which are not centrally managed. It is often hard to make a distinction, but the principle will be recognized as sound, and the evidences of its operation as significant. As all of the chains are growing—the larger ones at the rate of one or two stores a week—the figures were absolute only on the day they were reported; they are, however, as accurate as it is possible to get them.

A few of the leading chains in the grocery field were named in the first article of the series. The following list is a larger one, but is less than one-tenth of the whole

number, to publish which would call for too much space.

## GROCERY CHAINS

	Stores
Gt. Atl. & Pac. Tea Co., Jersey City	807
Acme Tea Co., Philadelphia	315
James Butler Grocery Co., New York	238
Childs & Co., Camden, N. J.	230
Grand Union Tea Co., Brooklyn	200
Kroger Grocery & Baking Co., Cincinnati	182
M. O'Keefe, Inc., Gardner, Mass.	146
Wm. Butler, Philadelphia	140
Bell Co., Philadelphia	130
Robinson & Crawford, Philadelphia	130
National Grocery Co., Jersey City	126
Direct Importing Co., Inc., Boston	125
Thos. Roulston, Brooklyn	121
John T. Conner Co., Boston	110
G. M. Dunlop Co., Philadelphia	106
Valley Supply Co., Pittsburgh	65
Union Supply Co., Pittsburgh	63
Voss Grocery Co., Cincinnati	62
C. F. Smith & Co., Detroit	61
Federal Supply Co., Pittsburgh	57
James Vandye Co., New York	55
S. K. Ames, Boston	55
Daniel Reeves, Inc., New York	52
Mohican Co., New York	50
Andrew Davey, New York	49
Standard Tea & Grocery Co., Indianapolis	48
H. G. Hill Grocery & Baking Co., Nashville, Tenn.	48
L. W. Rogers & Co., Atlanta	45
C. D. Kenney Co., Baltimore	45
Acker, Merrill & Condit Co., New York	45
Mr. Bowers' Stores Co., Memphis	43
National Tea Co., Chicago	41
Sanitary Grocery Co., Washington, D. C.	34
H. C. Bohack Co., Brooklyn, N. Y.	33
Jas. W. Crook, Baltimore, Md.	32
L. J. Christopher & Co., Los Angeles, Cal.	30
A. H. Phillips, Springfield, Mass.	29
Fisher Bros. Co., Cleveland	28
A. F. Beckman & Co., New York	25
Fisher Bros. & Co., Cleveland	28
John H. Kamman Co., Buffalo	25
Nelson Company, New Orleans	25
Acme Stores, Akron, O.	25
Eureka Stores, Windber, Pa.	24
Eastern Estate Tea Co., New York	21
Jones-Hughes Co., Louisville (Quaker Maid Stores)	19
Donohoe's, Inc., Pittsburgh	20
Gristede Bros., Inc., New York	20
Foltz Grocery & Baking Co., Cincinnati, O.	18
Red Star Grocery Co., Wheeling, W. Va.	16
P. Parker, New York	16
Progressive Grocery Stores, New York	7
E. E. Gray, Boston	12
Basket Stores, Inc., Lincoln, Neb.	12
Park & Tilford, New York	10

	Stores
E. P. Nelson & Co., Everett, Wash.	10
A. B. Flory Grocery & Baking Co., Canton, O.	10
Cobb, Bates & Yerxa Co., Boston.	7
Finley Acker Co., Philadelphia.	4

## ONE OF OLDEST CHAINS

The Great Atlantic and Pacific Tea Company is the largest and among the oldest of the chains, dating back almost to the Civil War. It is practically all owned by George H. Hartford, of Jersey City, and his sons, and no figures are given out as to its earnings; but its capital is \$2,100,000, and, from the fact that it is continuously expanding, it is believed to be very prosperous. It is not a rabid price-cutter and does business along rather conservative, although progressive, lines. It gives out a trading stamp of its own and advertises locally on a fair scale. It imports teas and coffees by the shipload and buys up the crops of an entire countryside. It does no manufacturing.

The Kroger Grocery and Baking Company, of Cincinnati, is one of the most aggressive and fastest growing of the grocery chains. Like many another business, it was built up from a shoestring—in this case exactly \$372. B. H. Kroger began with one grocery and a delivery route. His chain grew gradually; he took over sixty stores of a rival chain in 1908 and a year or two ago absorbed the Maurer-Remley Meat and Grocery Company, of St. Louis. He has, as mentioned in a preceding paragraph, gone extensively into manufacturing for his chain. The company's sales last year were about \$10,000,000 on a capital of \$2,000,000. Kroger's success appears to have come most largely from rapid turnovers, especially on staple goods, which he cuts way below the market price. Advertised goods likewise suffer. Kroger has always been, from the beginning, a consistent and persistent local advertiser. He is a wholesaler, also, to small-town grocers.

## MR. BOWERS' STORES

Mr. Bowers' Stores, of Memphis, were described too recently in PRINTERS' INK to call for more

than a word. Bowers is one of the greatest price-cutters in the country in the grocery line. He takes a certain profit above the cost of doing business and cuts remorselessly to that line on all goods, advertised as well as others, and has reasons for it, which we will take up in season. He is a strong advertiser, dividing the cost among his stores, as do most other chains in localities where a number of their stores are bunched. He has a bakery, but no other manufacturing facilities. He owns a wholesale grocery, but manages the business independently.

James Butler Grocery Company, of New York, is typical of a large number of grocery chains. It cuts prices, gives trading stamps, pushes its own numerous brands aggressively. Its business is conducted on a price basis. The authorized capital is \$10,000,000; earnings not made public.

## HAS ITS OWN TRADING STAMPS

The Acme Tea Company is the largest of the Philadelphia chains and has branches not only in that city but throughout New Jersey. It has apparently prospered very greatly on price-cutting, pushing its own brands, which it values highly, and advertising locally in Philadelphia. It puts out trading stamps of its own. Like other chains, it buys in huge quantities. It has its own baking plant.

The Childs Company has added 200 stores since 1908. It is the only chain in Philadelphia that does not give trading stamps.

The Acker, Merrill & Condit Company and Park & Tilford have been mentioned. They are the highest type of grocery, carrying large and varied stocks and maintaining prices on advertised brands, though handling also many lines of their own.

The Girard Grocery Company is the wholesale or jobbing co-operative established by independent retailers of Philadelphia to offset the destructive competition of the chains. Philadelphia is a city of chains in the grocery line. The Girard company held its business meeting a few weeks

"IF you are advertising to satisfy your own whims or your own prejudices, you ought to use your favorite magazine, although it may not go to the people you want to reach and it may charge you double price for its space; but if you want to advertise to increase your business, to make more money, you ought to use, not necessarily *your* favorite magazine, but the magazine the public—*your* public—reads."

\$250 worth of circulation—spontaneous, high class circulation, for \$112. 50c. a line flat.

**SAPPY STORIES**  
A MAGAZINE OF ENTERTAINING FICTION

GUY W. WHITCOMB

Western Representative

815 Advertising Bldg., Chicago, Ill.

*Madsen*

Advertising Manager

16 East 33rd St., New York

---

The Louisville Herald  
has the largest morn-  
ing circulation in  
Louisville.

Its *home delivery* circu-  
lation alone exceeds  
the entire daily circu-  
lation of the second  
Louisville morning  
newspaper.

---

**THE LOUISVILLE HERALD**

Member Audit Bureau of Circulations



ago and showed a total volume of \$2,032,972 business. The capital is \$121,453. It has no private brands but works in harmony with national advertisers. It is subsidiary to the Retail Grocers Association, and was incorporated because of the jobbers' objection to it as a buying combine. It has a membership of 470 grocers.

The United Groceries Company, of Pittsburgh, was incorporated in Delaware last year with a capital of \$10,000,000. On the same day the Pittsburgh Wholesale Grocery Company was incorporated with a capital of \$1,000,000. The former corporation has now increased its capital to \$16,000,000. The general scheme is to establish a chain of wholesale grocery houses—co-operative buying combines—across the country with the United Groceries Company, of Toledo, a grocers' combine, doing the buying for all, and eventually to have all articles sold under their private brand called "Ungro-co." The project is ambitious, but thus far the efforts of the incorporators appear to have been confined to getting the Pittsburgh house under way.

#### "COMPANY STORES"

The Federal Supply Company, mentioned in the table as having 57 stores, is a chain of what is known as "company stores" for the miners, in this case conducted for the Monongahela River Consolidated Coal & Coke Company and the H. C. Frick Coal Company. There are a large number of chains of this sort, among them the 30 Eureka stores at Windber, Pa.; Consolidated Coal Company, Fairmont, W. Va., and W. J. Rainty and Dull Mercantile Company, in Western Pennsylvania.

Other ventures are announced from time to time. Just now, in the East, the All-Package Grocery Stores Company, of Newark, N. J., is selling stock in its \$1,000,000 company, whose prospectus states that it will go into manufacturing and baking and start a chain of grocery stores in Greater New York that "will startle the grocery world." Prominent business men

of Newark are behind the company.

Another significant development in the field is mentioned by J. C. Simmons, secretary of the Washington Retail Merchants' Association, Inc., of Seattle, and editor of the *Northwestern Merchant*, who writes.

"The hardest competition which the retail grocer of Seattle has, is the so-called 'public market.' These are four in number, the buildings being quite large and owned by private individuals, the same being divided into very many small stalls and rented to small dealers. Many of them are running general grocery departments, and many of them are specializing on different food products. There are restaurants, coffee houses, fruit stands, vegetable stands, creameries, and, in fact, every kind in the food line. I should estimate that there are between 600 and 700 stalls in these four markets, operated by individual people.

"These markets are very well furnished, that is, as to paint and electric light fixtures, etc., making them very attractive. They are very extensively supported by the people. Fruits, and especially green vegetables, are sold remarkably cheap. The owner of one of these markets operates a sugar booth at which he sells sugar in small packages at practically actual cost, as we understand, for the purpose of helping to make the market more attractive for his tenants.

"The municipality also has a long shed, most of which is leased in small stalls daily to the farmers."

#### PUBLIC MARKETS HELP CHAINS

Various municipalities are attempting to revive and make permanent the public markets of our forefathers. New York City has four of them. It is possible that some of them will prevail in some form. However they fare, and whatever the public benefit, they take out of the grocer's pocket his profits on green groceries and lessen his capacity for distribution. As the little independent

grocer needs every small profit more than the large chain and generally has no private brands on which to make up his losses. the general effect of the establishment of public markets is to hasten the decay of the small independent grocer.

In an earlier article figures were given showing the growth of grocery stores, both individual and chain, in Greater New York during the period from 1903 to 1913. Below are the figures for each chain that has buying headquarters in this city:

DEVELOPMENT OF GROCERY CHAINS WITH HEADQUARTERS IN NEW YORK CITY

Name	1903	1914
James Butler Grocery Co..	60	238
Grand Union Tea Co.....	45	200
Thos. Roulston .....	22	121
James Van Dyke Co.....	..	55
Daniel Reeves, Inc.....	3	52
Mohican Co. ....	..	50
Andrew Davey .....	26	49
Acker, Merrill & Condit Co.	6	45
Oppenheimer .....	5	33
Bohack Co. ....	6	33
Beckman & Co.....	15	25
Eastern Estate Tea Co.....	7	21
Gristede Bros., Inc.....	5	20
P. Parker .....	4	16
Park & Tilford.....	5	10
Thos. Healey .....	5	10
Progressive Grocery Stores	1	7

‡1215 985

\*Declined to give information, but chains were much smaller.

†Figures for two chains missing.

The Great Atlantic & Pacific had 200 stores in 1903 and have 807 in 1914. It is the only outside chain operating grocery stores in New York City.

GROCERS IN BUYING COMBINES

It is in the grocery field that the buying combines most flourish. The field is probably the least stable of all; store ownerships are constantly changing; the loosest practices frequently and almost generally prevail; in other words, a condition where a very little of efficiency will go a long way and where a good deal of efficiency has produced glittering dividends.

Buying combines, exchanges or associations are approved economies to the retailer-members, but they call for a strong sense of organization and solidarity. This sense will doubtless increase, but at present a large proportion of

buying combines are said to have been unsuccessful. The usual arrangement is for the combine to acquire a warehouse and hire a manager; and for each member to place orders with cash accompanying and take away the goods himself. When the combine breaks down, it is almost invariably because some of the members cannot or do not pay cash. They either extort credit from the combine manager or place their orders with the jobbers. The net result is the same. Sometimes the members quarrel and get to cutting prices, with the effect of sacrificing the saving made in buying. But there are, nevertheless, many successful buying combines, and they must increase in number and efficiency, so long as present conditions continue and the chains and mail-order houses flourish.

IN THE DRUG FIELD

Conditions in the drug field, where the next largest number of chains obtain—probably about 200, with a total of approximately 1,400 stores out of a grand total of 45,000 in the country—are very different. In most communities the drug store is a more or less general store. In the large cities it seems on the way to become a department store. So far as known, all of the chains in this line started as retail stores. Drug-gists, being professional practitioners, have not always been the most progressive of business men, and it is notorious that many drug stores are practically owned by drug jobbers, which partakes of consolidation, too. Retail co-operation has taken place on the largest scale, quite outdistancing corporate chains, though it is, of course, of a looser description. But the drug field is destined in all likelihood to see the most powerful chain in America and ultimately the world.

ABOUT 200 DRUG CHAINS

The more important of the 200 drug chains, with the number of their stores, follow:

	Stores
Riker-Hegeman Corporation, New York	105
Louis K. Liggett Co., Boston, Mass.	52

## Services Available January 1st or Earlier

I am seeking a connection which will afford a wider exercise for my abilities than is possible under the limitations of present opportunity.

My experience and achievements in newspaper and advertising work have been above ordinary and have won commendation from employers, associates and advertisers alike.

I have created, *initiated and developed* newspaper advertising in widely different fields.

I have studied at close range the traditions, customs, methods and potentialities, from newspaper, advertising and selling standpoints, of various sections of the country.

I enjoy an almost nation-wide business acquaintance and the confidence of many men of affairs.

I possess brains, personality, youth and tireless energy.

I am using PRINTERS' INK as the quick and short cut—to the man who can utilize my services to the fullest extent—to the larger opportunity.

General, Advertising or Sales management;  
National or Territorial representation.

**"H. H.," Box 214**  
**Care of PRINTERS' INK**

# American Farming

OCT. 1914

Vol. 12 CHICAGO No. 1



IN THIS ISSUE: A RUMOR AT THE FAIR: THE EXHIBIT OF THE PHILADELPHIA ROK LUTTER THE FINEST

Just about as bright, live, instructive and entertaining a farm paper as you would want to see. Well illustrated—cleanly printed—made up neatly—and every copy on exactly the same stock, trimmed and wire stitched. We do not print "advertiser's copies."

The issues are filled with high-class, representative advertising, all clean as the editorial. No medical, liquor, nor objectionable advertising of any kind is accepted. Publications also are "known by the company they keep."

**American Farming**  
Duane W. Gaylord, Publisher  
Chicago

#### Advertising Representatives

Hopkins & Shayne 8 S. Dearborn St. Chicago  
Geo. B. David Co. 171 Madison Ave. New York

Stores	
Owl Drug Company, San Francisco	20
Square Drug Co., Syracuse, N. Y.	20
Marshall Drug Company, Cleveland	20
Sun Drug Co., Los Angeles	13
Day Drug Co., Akron, O.	12
Jacob's Pharmacy Co., Atlanta, Ga.	11
M. C. Dow, Cincinnati, O.	11
Standard Drug Co., Cleveland, O.	11
Hook Drug Co., Indianapolis	11
May Drug Co., Pittsburgh	10
Detroit Drug Co., Detroit, Mich.	9
Public Drug Co., Chicago	8
E. C. Osborn, New York	8
Kradwell Drug Co., Racine, Wis.	8
Shumate's Pharmacy, San Francisco	7
Bentson Drug Co., Fargo, N. D.	7
Scholtz Drug Co., Denver, Colo.	7
T. P. Taylor & Co., Inc., Louisville, Ky.	6
Acme Association, New Orleans, La.	6
S. B. Davis, Philadelphia	6
J. Fred Gibson & Co., Providence, R. I.	6
Bartell Drug Co., Seattle	6
Wakelee, San Francisco	6
George B. Evans, Philadelphia	5
Buck & Raynor, Chicago	5
W. B. Hunt Company, Boston	5
Standard Drug Co., Detroit	5
United Drug Company (Rexall), Boston, retailers' co-operative manufacturing and jobbing corporation, about	5,000
American Druggists' Syndicate, New York, retailers' co-operative manufacturing and jobbing corporation	16,000
Philadelphia Wholesale Drug Co., retailers' co-operative jobbing house	550

#### RIKER-HEGEMAN CHAIN GROWING

Greatest in importance is the fast-growing Riker-Hegeman chain. This is the result of several amalgamations within a half dozen years. The presence of John H. Flagler in the old Hegeman Corporation, and afterwards in the new corporation, was popularly taken as an indication of its control by Standard Oil interests. The new concern was captured last February by George B. Whelan and his associates in the United Cigar Stores Company, who are, of course, closely allied, though perhaps not formally, with leading tobacco magnates. The new company has speeded up its career of expansion and aims to cover the country, towards which ambitious project its present 105 stores are no means beginning. Its capitalization is \$15,000,000; its sales last year equal to the same amount, and the dividend on it 15 per cent. Attempts were made two or three years ago by the corporation to acquire control of the L. K. Liggett Company, and

the report is renewed from time to time that it is still seeking to do so. The Liggett Company's 1913 business was about \$6,000,000.

All of the chains are pronounced price-cutters, all push their private brands, all are manufacturers as well as retailers. The two co-operative chains have advertised nationally, and both Riker-Hegeman and Liggett's are local advertisers.

#### MAY BECOME NATIONAL ADVERTISER

There is no question that Riker-Hegeman will become a national advertiser of its own brands as soon as it secures representation in a fair number of communities throughout the country. This may be sooner than some suspect. The spread of the stores, though limited chiefly by the number of trained managers in hand, is nevertheless proceeding at the rate of three or more a month.

But it is more than possible that with so good a start the company will not trust alone to the relatively slow growth of normal expansion, but will sooner or later take up the special-agency plan and get representation for its brands in every community, just as the United Cigar Stores Company is doing. National advertising would then conceivably follow. This would not only be logical, but it would be almost inevitable if the chain stores should, for any reason, legislative, judicial or otherwise, lose the advantage of the "inside price."

Something has already been said about the Owl Drug Company, of San Francisco, and its progressive policies. It did a gross business of some \$4,500,000 last year on its capitalization of \$6,500,000.

The Rexall and A. D. S. stores are strict co-operatives and are not centrally directed, as is the case with the chains proper. Yet with the former and possibly with the latter there is a great deal of co-operative feeling. Both systems entered the national advertising field last year, the first of the chains in any field to do so on a large scale. The A. D. S.

## The User of Small Space

Practical Engineer does not discriminate against his advertisements. They are given equal typographical care and are located in the advertising pages according to classification of product, instead of being given indifferent attention and relegated to the rear in make-up.

The same co-operation or effort is given to their preparation by our Advertising Service Department. The 4 quarter-page advertisements illustrated above were prepared by this department.

## PRACTICAL ENGINEER

(Semi-Monthly)

should be used by every advertiser of Power Plant Equipment. Its circulation of 22,500 is wasteless—going direct to Engineers, Superintendents, Managers, Owners—the buyers of power plant goods. It is a member of the A. B. C.

Write for rates and circulation map.

**Technical Publishing Company**  
537 South Dearborn Street  
Chicago, Illinois

ran three or four months at the time, but the Rexall stores have continued in a seasonal way. Their first national appropriation was \$90,000.

#### THE UNITED DRUG SYSTEM

The United Drug or Rexall system was earlier in the field, having started in 1903 with some forty stockholding stores. It lost \$95,000 the first year, \$78,000 the second, but the third year turned the corner. Its gross business last year is said to have been about \$5,000,000, and its net profits some 15 per cent of that. It was started by Louis K. Liggett, whose Liggett chain is affiliated with it. The United Drug Company has gone extensively into manufacturing, and owns the National Cigar Stands, the Guth Confectionery Company, Liggett Candy Company, Daggett Candy Company and other companies.

The American Druggists' Syndicate was started in 1905 by Charles H. Goddard for the avowed purpose of combining the retail druggists in order to manufacture a few non-secret preparations to take the place of the cut-rate patents, on which there was little or no profit. It has built up a large business, sales last year aggregating \$4,000,000, and has a large manufacturing plant in Long Island City, N. Y. It is building on the Pacific Coast.

The two systems differ. The Rexall stores are exclusive agencies for the Rexall preparations, the National Cigar stands, the Guth chocolates, etc., and the agencies are much valued and sought after by retail druggists.

The A. D. S., on the other hand, has since last year sold to anybody, and has consequently become a general jobber. Previous to last year it sold only to its 18,000 members, but not on an exclusive-agency plan; any druggist who bought stock in the Syndicate could buy goods.

The pioneer retailers' drug corporation in the country appears to have been the Philadelphia Wholesale Drug Company, which was organized in 1888 with seven

stores and now has 550 for whom it is buying \$1,100,000 worth of merchandise annually. The cost of running the business is stated to be about six per cent, and the saving to the stockholders twelve per cent. "We naturally believe in co-operation," says President F. R. Rohrman, "and have demonstrated to the drug trade that this is the only system which enables the smaller dealer to compete with the larger one."

#### THE CIGAR-STORE CHAINS

In the retail tobacco field there are probably 250 or 300 chains, with a total of 2,500 stores, of which the following chains are the more important:

	Stores
United Cigar Stores Company, New York, over .....	1,000
Joseph T. Snyder, Buffalo, N. Y. . . . .	29
M. A. Gunst & Co., Inc., New York . . . . .	30
A. Schulte, New York . . . . .	38
Edwin Cigar Co., New York . . . . .	35
West & Russell Co., Chicago, Ill. . . . .	26
John J. Dolan, Chicago, Ill. . . . .	15
Harry W. Watson, Detroit, Mich. . . . .	14
J. S. Pinkusohn, Savannah, Ga. . . . .	14
Albert Breitung, Chicago . . . . .	10
H. M. Schermerhorn, Inc., Chicago . . . . .	12
Wm. A. Stickney Cigar Stores, St. Louis . . . . .	9
Zibort Bros., Nashville, Tenn. . . . .	8

The United Cigar Stores' story is so well known, has been given at so great length in PRINTERS' INK and will be so often referred to for comparison in subsequent articles, that it is unnecessary to say much more here. The company does not advertise regularly, but occasionally uses the local mediums in a large way, particularly in introducing itself to a new community or in smoothing over local hostility.

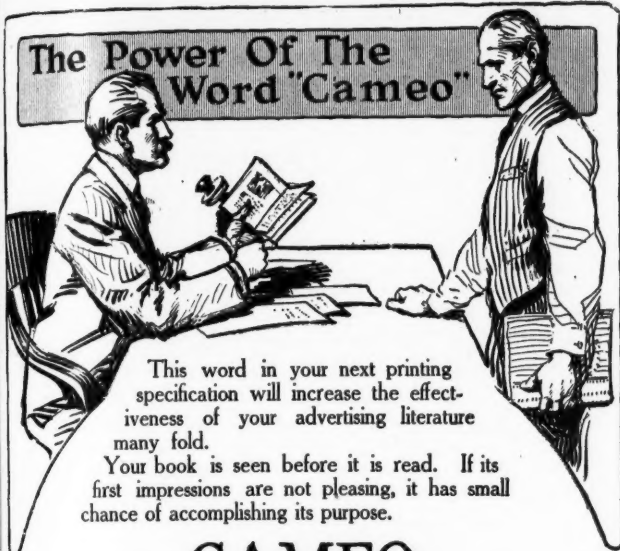
Most of the other chains follow their methods so far as they can.

#### 5, 10, 25-CENT-STORE CHAINS

The 5c, 10c and 25c variety field has been a tempting one to chain promoters. There are probably about 180 chains of from three stores upward, having perhaps 2,000 stores in all. The more important follow:

	Stores
F. W. Woolworth Company, New York . . . . .	774
S. H. Kress Company, New York, and S. H. Kress & Co., Texas . . . . .	147

## The Power Of The Word "Cameo"



This word in your next printing specification will increase the effectiveness of your advertising literature many fold.

Your book is seen before it is read. If its first impressions are not pleasing, it has small chance of accomplishing its purpose.

# CAMEO

White **PAPER** Sepia

*A Warren Standard*

It is remarkable how Cameo transforms the ordinary booklet into one of great attractiveness and increased pulling power. The halftones that look so commonplace on ordinary paper, take on the richness and depth of photogravures, yet lose nothing of their detail.

Cameo not only enriches illustrations but gives dignity to type pages. Its lusterless surface has the soft depth of velvet on which each letter stands out unobscured by reflections. The soft tint of Cameo White is a welcome change from the garishness of the cold blue white usually found in printing paper. No india tint paper has the clearness and warm rich tone of Cameo Sepia.

### Write for Specimen Sheets of Both—Free

The examples of printing results in halftone and color on Cameo and the other Warren Standards will give suggestions you can use to advantage in your own work.

**S. D. WARREN & COMPANY**  
163 DEVONSHIRE STREET, BOSTON, MASS.

*Manufacturers of the best in staple lines of coated and uncoated book papers.*





## SWORN CIRCULATION STATEMENT OF

# The Evening Telegraph

## PHILADELPHIA'S LIVE AFTERNOON NEWSPAPER

(Member of the Audit Bureau of Circulations)

*Statement of the Ownership, Management, Circulation, etc., required by the Act of August 24th, 1912,*

of THE EVENING TELEGRAPH published Daily except Sunday  
at Philadelphia, Pa., for October 1st, 1914.

NAME OF	POST OFFICE ADDRESS
Editor, John J. Collier.....	704 Chestnut St., Phila.
Managing Editor, George A. Waite.....	704 Chestnut St., Phila.
Business Manager, Norman MacLeod.....	704 Chestnut St., Phila.
Publisher—THE EVENING TELEGRAPH—	Chas. E. Warburton, Founder.

Owners. (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent or more of total stock. If not a corporation, give names and addresses of individual owners.)

GIRARD TRUST CO., Trustee, Philadelphia, Pa.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities. (If there are none; so state.)

THE EVENING TELEGRAPH, CHAS. E. WARBURTON, Founder.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the six months preceding the date shown above,

123,408

October 1st, 1914.

JOHN J. COLLIER, President.

Sworn to and subscribed before me this First day of October, 1914.

CHAS. T. HAGAN,  
Notary Public.

(Seal)

My commission expires February 21st, 1915.

Net circulation of THE EVENING TELEGRAPH, **133,472**  
Thursday, October 1st, 1914,

Stores	
S. S. Kresge Company, Detroit, Mich. ....	124
J. G. McCrory Company, New York	115
G. C. Murphy Co., McKeesport, Pa.	26
George Kraft Co., Chicago, Ill. ....	20
Independent 5-10c. Co., New York City .....	19
Mistrot Bros., Galveston, Tex. ....	17
Home Stores Co., Milwaukee, Wis.	14
Morris Co., Bluffton, Ind. ....	12
American 5 & 10 Cent Stores, New York .....	12
S. Oberall, Brooklyn, N. Y. ....	10
D. C. Hartzell & Co., Tippecanoe City, Ohio .....	10
C. A. Kessler, St. Joseph, Mo. ....	9
Grand Five & Ten Cent Co., Pittsburgh, Pa. ....	8
Trick Bros., Benton Harbor, Mich. .	8
McClure Ten Cent Co., Atlanta, Ga.	7
Lee Wolf & Bro., Dayton, O. ....	7
Index Notion Co., Shelbyville, Ind.	7
Banks Bros., Chambersburg, Pa. ....	7
J. W. Tottle, Baltimore, Md. ....	5

The big four are Woolworth, Kresge, Kress and McCrory. All the other stores follow them in general. They do not advertise in local mediums, but instead "advertise by their prices." Advertised goods are rarely handled. In some lines they have their own private brands. Their buying is close.

Forty-six of the Woolworth stores are in Canada and 40 in England. The country really controls seven different combinations. Sales in 1913 were \$66,200,000 and earnings on common stock 10.82 per cent.

The Kresge Company did a business of \$13,258,227 last year and earned 14.67 per cent for its common stock.

#### RESTAURANT CHAINS

Probably there are 100 restaurant chains, with a total of 1,400 stores, of which the larger chains are these:

Restaurants	
Baltimore Dairy Lunch, New York	140
Childs Co., New York .....	81
John R. Thompson Co., Chicago. .	78
Waldorf Lunch, Boston, Mass. ....	55
Fred Harvey, Topeka, Kan. ....	55
Horn & Hardart (Automat), New York .....	27
Exchange Buffet, New York. ....	24
Capitol Lunch, New York. ....	20
Hartford Lunch Co., New York. ....	16
Physical Culture Restaurant Co., New York. ....	16
Hanover Lunch, Inc., New York. .	14
G. W. Armstrong Dining Room & News Co. ....	12
White Lunch Co., San Francisco. .	10
New York Diet Kitchen Ass'n, New York .....	10
Bristol's Dining Room, New York	8
Belmore Lunch, New York. ....	7
Crescent City Lunch Room. ....	6

Restaurants	
Shanley's, New York. ....	4
Foerster Lausten Co. (Kaiserhof Cafés), San Francisco. ....	3

Childs' Restaurants, Fred Harvey's, Thompson's, Baltimore Dairy Lunch and Automat are the best known. Child's is represented in several states. It has a capital of \$9,000,000 and pays 10 per cent on the common and 7 per cent on the preferred. It has been said to have Standard Oil support. The company controls several subsidiary companies, one of which looks out for locations and handles the real estate. The other chains are supposed to be profitable services. The Automat, which is a novel nickel-in-the-slot restaurant, is one of the latest comers, with an expensive equipment but probably low running cost. Besides restaurants and lunchrooms, Fred Harvey also runs the dining-car service on the Santa Fé system and conducts several hotels.

#### DRUGGISTS AND DEPARTMENT-STORES

It would, as previously said, be deceptive to print a list of department-store chains without qualifying it by the statement that in this field, with units which themselves contain many separate businesses in departments, and local conditions always differing and frequently changing, it would be impossible to apply what may roughly be called and understood as chain-store principles, as a whole. Nevertheless, there is a single ownership and to some extent control, and we cannot ignore the field. There are more than 30 such dry goods and department-store chains, owning about 250 stores. The leading ones are:

Stores	
J. C. Penney Co., Inc., New York (formerly Golden Rule Stores) ..	71
H. B. Claflin Co., New York. ....	28
Eastern Outfitting Co., San Francisco, Cal. ....	15
Goodnow-Pearson & Co., Gardner, Mass. ....	13
C. C. Anderson & Co., Boise, Ida. (one of Golden Rule Syndicates) .	9
Clarke Brothers, Pennsylvania. ....	9
Graham-Sykes Co., El Paso, Tex. .	7
Weiler Syndicate, Hartford City, Ind. ....	7
Oppenheim, Collins & Co., New York .....	6
Consolidated Dry Goods Co. ....	5

In spite of the much talked of conditions,

## *The* THEATRE MAGAZINE

enjoying a distinctive circulation among homes of wealth, culture and refinement, has shown a steady increase in advertising patronage in the September, October and November issues of 1914, over the same numbers for 1913.

Such an endorsement by the shrewdest advertisers of superior products, speaks for the pulling power, and the influence of this medium.

Through it, they appeal to discriminating buyers in front of the foot-lights, and to the managers, stars and playwrights behind the foot-lights.

## *The* THEATRE MAGAZINE

New York

GODSO & BANGHART,  
Western Representatives,  
Chicago, Ill.

H. D. CUSHING,  
New England Representative,  
Boston, Mass.

Members A. B. C.

G. Newman, Jr., Chicago.....	5
May Department Stores Co., New York .....	5
A. Steiger & Co., Holyoke, Mass..	5
United Dry Goods Companies, New York .....	5
Crawford-Plummer Co., Boston....	4
Fowler, Dick & Walker, Binghamton, N. Y. ....	4
Associated Merchants' Company, New York .....	4
Dives, Pomeroy & Stewart, Reading, Pa. ....	4
Gimbel Brothers .....	3

### MEN'S CLOTHING CHAINS

The men's clothing field has been referred to. What was said of the department stores is true of this, in less measure. There are probably 45 or 50 chains, with 600 stores, of which the leading ones are:

	Stores
Scotch Woolen Mills, Davenport, Ia. ....	117
Gateley's Credit Clothing Co., St. Louis .....	115
Menter Co., Rochester, N. Y. (chain of credit clothing stores).....	31
E. F. Bailey (Glasgow Tailors), Des Moines .....	30
Besse System .....	27
Browning, King & Co., New York.	17
Levy & Nathan, Inc., New York..	12
Ritchie & Cornell, New York....	11
Scotch Woolen Mills, Springfield, Ill. ....	10
Raab Bros., Cincinnati.....	10
Hilton Co., New York.....	8
George Tailor Parlors, New York..	7
Kennedy Co., Boston.....	7
Benoit System, Malden, Mass....	7
Capper & Capper, Chicago.....	5
Brill Brothers, New York.....	5
Surprise Stores, New York.....	5
Plymouth Clothing Co., St. Joseph, Mo. ....	4
Rogers-Peet Co., New York.....	3

Browning, King & Co. are well enough known. They are a large and successful corporation. The "woolen mill company" movement deserves particular notice. These are small clothing specialty shops organized into chains. No figures as to the amount of their business are obtainable.

Manufacturers' agencies under one form or another play, of course, a large part in this field.

### MEN'S FURNISHING FIELD

The men's furnishing field is being similarly organized, though the large cities are the only ones to show large chains. There may be 25 in the country, with a total of 90 stores. Weber & Heilbronner, of New York, is the only one to go into two figures, having 11

stores. In New York, Liberman Brothers and Pinto Brothers have four each, and in Chicago, Albert Hoefeld and Washington Shirt Company four each.

#### PIANO AND MUSICAL INTERESTS

In the piano field some manufacturers maintain warerooms and branch stores in several cities and agencies in others, while other manufacturers have agencies only, some of these agencies being under one management. There is a system of consigning instruments by both manufacturers and dealers, and many houses regard these consignment accounts with dealers as creating branch stores. However, it may be said there are 60 chains exclusive of branch stores, agencies and consignment deals, with perhaps 450 stores, the leading chains being as follows:

#### Stores

Sarr Piano Co., Richmond, Ind.	36
Grinnell Bros., Detroit	24
F. W. Frederick Piano Co., Uniontown, Pa.	23
Eilers Music Co., Portland, Ore.	20
M. Steinert & Sons Co., Boston	18
Wiley B. Allen Co., San Francisco	18
W. W. Kimball Co., Chicago	17
Chas. M. Stieff Co., Baltimore	16
Story & Clark Piano Co., Chicago	15
Isaac Bledsoe, Austin, Tex.	12
F. G. Smith, New York	12
A. L. Bailey, St. Johnsbury, Vt.	12
Sherman Clay & Co., San Francisco	11
J. W. Jenkins' Sons Music Co., Kansas City	11
Conway Co. (Hallet & Davis), Boston	10
Field-Lippman Piano Stores, St. Louis	9
Cable Co., Chicago	9
M. H. Stranburg, Jamestown, N. Y.	9
Rudolph Wurlitzer Co., Cincinnati	8
Steinway & Sons, New York	8
F. A. North Company, Philadelphia	8
Baldwin Piano Co., Cincinnati	8
A. B. Smith, Akron, O.	7
Cuett & Sons, Troy, N. Y.	6
Jacob Doll & Sons, New York	6
Otto Wissner, Brooklyn, N. Y.	6
Ludden & Bates, Savannah, Ga.	6
Aeolian Co., New York, 5 stores in U. S., 5 in foreign countries.	
Musical Instrument Sales Co., New York, 9 departments.	

Figures for other fields will be given in the following article.

(To be continued)

Daniel L. Blount, who has been manager of the foreign advertising of Battle & Co., the St. Louis pharmaceutical corporation, with his headquarters at Brussels, has removed to St. Louis until the war is over. He is now in charge of the local advertising of the firm.

## For Sale

# Back Page

In 8 (or less) Colors

## Christmas Issue

# The Billboard

Leading Amusement Weekly

Any advertiser, with a commodity appealing to the quarter of a million or more men and women engaged in the business of entertainment, will increase his sales by using this page.

The Christmas issues of The Billboard are **annual events in the amusement world**, and contain a wealth of theatrical news, general information and statistics of interest to the people engaged in the business of entertainment. It is months, and even years, before a reader ceases to refer to a copy of one of these editions.

Cover pages will be lithographed and the price of back page will be

## \$600

### In 8 Colors

Fewer colors, if desired, at prices proportionately less.

Dec. 12 is the date of publication for this year's Xmas issue. Cover forms close Nov. 31.

We will write 51,000 copies (guaranteed circulation) in your contract.

## THE BILLBOARD

Cincinnati - - Ohio  
 New York.....Heidelberg Bldg.  
 Chicago.....Crilly Bldg.  
 St. Louis.....Nulsen Bldg.

## Advertising as a Bankable Asset

(Continued from page 6)

the right way? What preliminary investigations have been undertaken, what selling tests, what experiments to improve the goods or to make them fit more closely into the sales possibilities?"

These things being determined, a new light would be thrown on the bankable value of the manufacturer's advertising good will. Suppose the bank discovered that the manufacturer really had analyzed his proposition, with the aid of his own experts or his agency; suppose the bank found that some such merchandising proposition had been laid out, relatively, as that upon which was based the advertising campaigns of the National Biscuit Company; suppose the bank convinced itself that the success of the manufacturer was really founded upon scientific advertising, not on chance and speculative plunging. Would the trade-mark then be "N. G." to the bank?

On the other hand, suppose the bank's advertising counselor found only a superficial investigation, inadequate merchandising data, goods whose quality needed bracing up, and a poor advertising organization generally. It would be his duty so to inform the manufacturer. Instead of dismissing him with a flat refusal to loan money, he would point the way if possible toward successful advertising. Thus the bank would exert a new and broader influence in developing its community and itself.

### WILL BANKS GRASP THEIR GREAT OPPORTUNITY?

Since the development of the present system of credit departments in the larger banks, business in general has become immensely more scientific. All through it the student of affairs can trace the bank's influence. A bank's influence on advertising could be as great.

The main trouble has been that bankers have never given any con-

siderable study to the subject of advertising. In common with the public generally, they have taken the more spectacular advertising as typical. They have seen tremendous successes, and some big disasters. These they have lumped together and called the whole thing "chance."

A banker and an advertising agent were discussing this very thing in Chicago not long ago, and the banker observed:

"The uncertainty of advertising will always make it mere speculation, and speculation is the one thing the bank must eliminate. We boil out every element of chance, so far as we can, though of course we are not infallible. We make mistakes, but we don't gamble."

"The idea that modern advertising is gambling," returned the other, "is responsible for a lot of the idle men and half-time factories in the United States to-day. Now I'll guarantee to show you fifty advertising accounts this afternoon in my office that are not gambling in any sense. I grant that there are speculative advertisers, but there are also speculative merchandisers. You don't condemn all business on that account, and you shouldn't 'boil out' all advertising from the art of banking."

### HOW ONE BANKER WAS CONVERTED

On the advertising man's urgent request, the banker went with him to his office. There he saw account after account that had grown up on modern, scientific dissection of markets, media, distribution, and so on. He was shown the advertising pages of media he had never heard of, or never given a thought. There were, in addition to the standard publications known to everybody, hundreds of trade papers, technical journals, farm periodicals, and class publications.

The advertising man took two or three typical accounts and demonstrated how they had been developed. The banker was told the why and wherefore of the use of the particular publications, the history of the publications

*The Publishers of*  
**The Fatherland**

**A Weekly Devoted to Fair-Play  
 for Germany and Austria-Hungary**

announce the inauguration of an up-to-date Advertising Department. As an advertising medium for reaching the German-American population of this country and those in sympathy with the German cause, The Fatherland is unsurpassed. Every issue is read by over 100,000 intelligent people who believe thoroughly in its policies and who would therefore have the same confidence in the advertising pages. Subscriptions amount to over \$200 daily, this without any effort on our part. The Fatherland is here to stay. It is built upon a solid foundation and any advertising man looking for a high class medium should inquire further into the opportunity offered through the advertising pages of The Fatherland.

*Advertising rates, sample copy of the paper  
 and any other information desired will  
 be cheerfully furnished upon application.*

**1123 Broadway**

**New York City**

**C. Q. Ives, Advertising Manager**



*Your advertisement in*  
**The Youth's Companion**  
 reaches quantity buyers. Youth's Companion families are the large consumers.

**THE YOUTH'S COMPANION**

New York Office  
 910 Flatiron Building

Boston, Mass.

Chicago Office  
 122 So. Michigan Blvd.

And Now Comes  
**Truman A. De Weese**  
 Director of Publicity  
**Shredded Wheat Co.**

who writes:

"It is an appeal (magazine advertising) to a select audience widely but thinly scattered over the entire globe which *needs to be supplemented by the more direct, intensive newspaper advertising* in localities where distribution is large enough to justify it and where it is desirable to establish a more intimate relation between the advertiser and the dealers.

"The national advertiser who will turn a deaf ear to the fervent flap-doodle of the over-zealous magazine representative who imagines that magazine advertising must justify itself by promises that cannot be fulfilled will be in a better position to estimate advertising in its true worth."

*The purpose of this quotation is to impress on the advertiser that it is necessary to supplement his magazine advertising with daily newspaper advertising that he gain his advertising reward.*

The best place for this supplementary advertising now is

## NEW ENGLAND

### A Sign of the Times:

"Heavy orders are being received in America for woolen and cotton blankets for use in the armies of Europe. It is encouraging to know that a large part of the supply will be turned out by New England factories."—*Boston Globe*.

Try your supplementary advertising in these 12 good New England dailies:

Bridgeport, Ct., Telegram	Manchester, N. H., <small>Union and Leader</small>
New Haven, Ct., Register	Lynn, Mass., Item
Meriden, Ct., Record	New Bedford <small>Standard and Mercury</small>
Waterbury, Ct., Republican	Salem, Mass., News
Portland, Me., Express	Springfield, Mass., Union
Burlington, Vt., Free Press	Worcester, Mass., Gazette



themselves and why they had succeeded, and the reason for the kind of copy used. The markets and the circulation of the media were analyzed for him, just as they had been for the advertisers. The people were divided into their various classes, checked off according to the areas they occupied, and measured so far as could be by their power to purchase the goods the advertisers offered. Then the goods themselves were taken to pieces. The advertising man demonstrated why these particular people had been buying these particular goods in steadily increasing volume.

"Now I could show you," he went on, "that nine out of ten of so-called advertising failures are really merchandising failures. Successful advertising rests on correct merchandising. When you find an advertising success that has been continued over a considerable period, you may be pretty sure that the merchandising back of it is sound. And that is another reason why banks should not continue their customary attitude toward advertising. The sound advertisers—and they make up the great bulk of business—have created the banks themselves. And on the continuance of advertising, the banks really must stake their future."

The banker went away with a new outlook.

#### A WISE BANKER FATHERS A GREAT BUSINESS ENTERPRISE

The reverse of this incident came under the writer's personal observation several years ago, when a young merchant, proprietor of a men's furnishing goods store, was caught in a financial stringency and could see no way out.

"Why don't you go to the bank to borrow?" a friend asked him. "Do you suppose the bank would loan me any money?" he inquired, surprised at the idea.

"Try it, anyway," said the other. So he went to the bank where he had kept a small deposit, and hesitatingly inquired if he could borrow a thousand dollars. The banker turned and picked up a

## THE Evening Express

is not only the greatest daily in its city of publication, but is the greatest in the State of Maine. The Evening Express covers not only

### Portland Maine's Jobbing Center

but all the suburban towns that make Portland their shopping center. Local advertisers have for years agreed that the Express was by all odds the best advertising medium for them. It is best not only for local, but for foreign advertising as well.

Carries most classified advertising, also.

JULIUS MATHEWS,  
Representative

#### Statement of the Ownership, Management, Circulation, etc., of the

### Fitchburg Sentinel

Published daily except Sunday at  
Fitchburg, Massachusetts,  
required by the Act of August 24, 1912.

Name of Editor—John E. Kellogg,  
Fitchburg, Mass.  
Managing Editor—George H. Godbeer,  
Postoffice address, Fitchburg, Mass.  
Business Manager—Sidney Sibley,  
Fitchburg, Mass.  
Publisher—Sentinel Printing Company,  
Fitchburg, Mass.

Owners—John E. Kellogg,  
Frank C. Hoyt,  
Sidney Sibley,  
George H. Godbeer,  
William R. Rankin,  
Maria S. Stratton,  
all of Fitchburg, Mass.

Known bondholders, mortgagees, and  
other security holders, holding 1 per  
cent. or more of total amount of  
bonds, mortgages or other securities.

None.

Average number of copies of each issue  
of this publication sold or distributed  
through the mails or otherwise,  
to paid subscribers during the six  
months preceding the date of this  
statement, **4696.**

SIDNEY SIBLEY,  
Business Manager.

Sworn to and subscribed before me  
this first day of October, 1914.

ASA E. STRATTON,

[Seal] Notary Public.

My commission expires Dec. 20, 1918

## A Pure Food Family

THE CIRCULATION OF

# PHYSICAL CULTURE

is a family of pure-food enthusiasts—a family of the most discriminating food-purchasers in America—a family equivalent in numbers to the population of the city of Syracuse, N. Y., New Haven, Conn., or Grand Rapids, Mich.

PHYSICAL CULTURE is food-counselor to the members of this huge family. Its advertising columns are open to manufacturers of food of absolute purity and undenatured quality—and to none other.

New York Office: 1 Madison Avenue

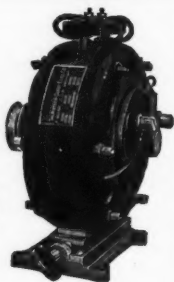
O. J. ELDER, Manager

Chicago Office: People's Gas Building

W. J. MACDONALD, Manager

We are members of the  
Audit Bureau of Circulations

**Built  
to  
Carry  
the  
Right  
Load**



**WITHOUT UNDUE HEAT,  
CURRENT, OR NOISE**

Maintenance low, because of  
our generosity in material, and  
broad-mindedness in electrical  
formulæ.

Write for Bulletin 304

**The Holtzer-Cabot Elec. Co.**  
Chicago, Ill., and Boston, Mass.

newspaper that lay on his desk. "Are you the man," he asked, "who has been running this little campaign?"

"Yes; it doesn't amount to much, but my theory has been that if I expect to sell goods in this town I must tell people I'm here."

"Your copy is clever," said the banker; "it has caught my attention every day, small as it is. I believe you're on the right track. Let me have a statement, and I'll see what can be done."

The loan was made. And that advertiser to-day has a chain of stores and is one of the relatively large and conspicuous advertisers of a certain kind of apparel. But his bank might have killed him off on the eventful day that was really the crisis of his career. In that event, the industry that has grown out of his business—a large manufacturing plant—never would have been built up in that community. It is probable that other similar plants would not have been drawn to the town, for industry is a magnet and competitors have a habit of getting together where they find labor, shipping facilities, banks, and so on.

Here was an instance, then, where advertising was not "N. G." as a bankable asset.

### THE PRESENT CRITICAL NEED OF LIBERAL CREDITS

The subject of advertising stands out very prominently just at present as a matter of consideration for the banks. Naturally, perhaps, one of the first effects of the war abroad has been to cause this heavy decline in American advertising at home. Some of it, no doubt, is unavoidable. On the other hand, there is abundant reason for increased advertising in many lines, and for a maintenance of the usual volume in others.

To no little degree, it is up to the banks. The banks, while not directly financing advertising, do supply manufacturing houses and other concerns with purchasing power. Few business houses carry capital enough to care for the intermittent buying necessities of

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their lines. They must borrow in order to do their merchandising, and they must do their merchandising before they can reap the benefits of advertising.

Some banks have started a stampede toward panic; there can be no doubt about that. Fortunately, the movement has not been pronounced. Indeed, in many communities the banks have been boosting. But ultra-conservatism may cause even worse trouble than false optimism.

The main question is this:

What are the conditions that show the wisdom of sound and persistent advertising *now*?

First of all, the inherent solvency and prosperity of the United States. We are not hard up. There isn't any panic, and there will not be one if the banks and the advertisers work together. It would be easy to bring on a panic, however, simply by shutting down on all advertising. Suppose that every bit of advertising matter were to be killed to-morrow—what would be the result? Simply the worst panic in history, utter ruin, dire want to millions of people, destruction to the banks. No matter how much money the farmers had, or how much any given class might have in any part of the nation, the wiping out of all advertising would instantly send that money into retirement. The exchange of products and labor for money would fall off tremendously.

Likewise, if you cut off twenty-five or fifty per cent of all advertising, at this time of normal prosperity at home, you send just that proportion of the money into retirement. This situation is no less real because its effect is not so spectacular as it would be if all advertising were suddenly discontinued.

Up in Canada perhaps there is greater cause than there is here for despondency, but, in the midst of it, Frank Carrel, publisher of the *Quebec Daily Telegraph*, has increased the advertising patronage of his paper \$600 in a month, over the corresponding month of last year. He has shown the people that Canada retains its

## the Purpose! and the Punch!

The EVENING GAZETTE has the purpose and the punch which makes it

### WORCESTER'S GREAT DAILY

The rise of the EVENING GAZETTE in the past ten years when it has doubled its circulation, and is on its way to again double its circulation, has been due to giving Worcester a real newspaper, all the news, features, and snappy editorials that have a punch and a purpose. Outside of Boston in

### Massachusetts

Worcester is the biggest city. It is a manufacturing city that pays its skilled workmen—tens of thousands—high wages. It is a good city to bring your goods to and advertise them in the Gazette and you will get the best results.

*JULIUS MATHEWS, Representative*

AN ADVERTISEMENT  
in the

**Courier-Citizen**  
LOWELL, MASS.

reaches practically the entire population of 150,000 whose interests are in this prosperous City,

Average circulation for past six months - - **16,603**

At this time the manufacturers are busy.

The wages of employees are over \$16,000,000.00 per year.

Foreign Representatives

**Bryant Griffith & Fredricks, Inc.**  
New York Chicago Boston

## TWO PAPERS

Read for information. National advertisers who enter the Pittsburgh field need them.

### The Pittsburgh Gazette Times

Morning and Sunday

### Pittsburgh Chronicle Telegraph

Evening except Sunday

Co-operation and 100% efficiency is offered. Include them in your list.

**Flat Combination Rate**  
**22½c. Per Agate Line**

for both papers when the same copy appears in consecutive issues. For further information write

Urban E. Dice,  
Foreign Advertising Manager,  
Pittsburgh, Penna.

J. C. Wilberding,  
225 Fifth Avenue,  
New York City.

J. M. Branham Company,  
919 Mallery Bldg., Chicago.  
Chemical Bldg., St. Louis.

## Sell to Seattle

### AND THE ENTIRE NORTHWEST

The possibilities of this market are practically unlimited. Seattle and the Pacific Northwest constitute today the fastest growing market in the world.

Create a demand for your goods in this territory now—and that demand will grow faster than in any other section of the country.

## The Seattle Times

will introduce your goods to this immense market. The Times covers Seattle, and the entire Northwest. In this immense field it is in a class by itself.

Business carried shows what advertisers think of the Northwest as a market, and of the Times as the right medium to reach that market.

Detailed information of any kind concerning The Times and the Northwestern market furnished upon request.

## TIMES PRINTING CO.

Seattle, Washington.

The S. C. Beckwith Special Agency  
Sole Foreign Representatives

NEW YORK KANSAS CITY CHICAGO

buying power undiminished by the war.

In Canada, too, circulars have been sent out giving actual instances of factories that really profited by the present situation.

In the South, the Texas newspapers suddenly brought cotton up substantially and averted extreme depression, through their "buy a bale" movement. Concentrated advertising—that's all it was! The money immediately showed itself.

### BUYING POWER LITTLE AFFECTED

In the United States to-day we need huge quantities of things that go to make up our customary life. The people as a whole have the money with which to buy these things. They expect to continue to live pretty much on their ordinary scale. There are no conditions at home to prevent. But if we cut off a huge chunk of legitimate advertising, they will retrench just that much, let their clothes and their equipment and their houses run down, and let prosperity slip back a cog.

Besides, the countries now at war have furnished us with a great bulk of supplies that manufacturers at home will now sell—if they advertise. American hosiery, underwear, soaps, perfumes, buttons, toilet articles, silks, toys, dolls, and thousands of other things can be made at home. We have been bringing over from abroad about \$20,000,000 in women's hats and accessories every year. We have brought over some \$40,000,000 in jewelry. Now if we lie down, the people in the United States will simply get along without that \$60,000,000 worth of goods, or the bulk of it. They can afford to buy it, but you can take it as a demonstrated fact that they will not, unless the American substitutes are advertised. They must be advertised in some way—to the trade, perhaps, in part, and in part to the people.

It is estimated that advertising sells four-fifths of the financial securities bought in the United States by bona fide investors. This comes home pretty close to the banks.

Indeed, a great many banks themselves are advertisers, and some notable examples of successful bank advertising could be cited. One large New England bank, after a scientific analysis of its accounts, has reached the conclusion that a large number of relatively small deposits are better than a small number of large ones, and therefore it plans to advertise for the smaller accounts.

#### BANKERS' AND MANUFACTURERS' PROBLEMS SIMILAR

This bank is precisely in the position of many manufacturers, who know that a thousand customers are better than a hundred, even though the aggregate receipts are the same. Therefore the manufacturer advertises and gets his thousand customers. He is a safer risk for his bank, in case he borrows, than he would be if he hadn't advertised and still had only a hundred customers.

Here again, advertising is a bankable asset.

Yet a certain factory in the South is shut down to-day because of inability to finance its buying. Its southern bank looked at the cotton situation and said to the head of this company:

"This is no time to advertise and push business. Better lie low until things pick up."

The manufacturer showed that only nine per cent of his sales were made in the cotton States—that he had thousands of customers in other parts of the country, secured by means of advertising. He wanted to protect himself by continued advertising.

The bank, however, was overshadowed by the cotton atmosphere, and he got no help. Meanwhile a group of northern manufacturers, with liberal banking facilities, are doing the best they can, also through advertising, to get his thousands of customers. But this is a time when the South needs that outside business.

It is a time when every community needs the business its enterprising manufacturers and merchants have built up for it, but the surest way to lose it is to stop advertising.

## Civil Engineer and Salesman

at present selling space for a general magazine is open for a new connection in the selling end of a manufacturing concern or with a live publication. Several years' selling experience previous to present connection.

Before that I superintended work of large dredging company, including the directing of a fleet of tugs, management of the machine, blacksmith and carpenter shops, and the purchasing of all supplies. Reached my limit in that work and changed to building construction which gave me still further experience in estimating, dealing with architects, making contracts, buying material and handling men.

I am a Princeton University man, age 29, married. Present salary \$3,000. Address "S. P.," Box 212, care of Printers' Ink.

## Wanted---

Live up-to-date Sales Manager with aggressive force to maintain Sales Department of large Outdoor Advertising Poster, Paint and Electrical Plant in New York Metropolitan District, and keep it up to the 100% efficiency mark, which means hard work, loyalty, intelligence and grit.

Splendid opportunity for the right man. Profitable results meriting unusual advancement.

Write giving age, experience, reference, salary, etc.

Address

**OUTDOOR ADVERTISING  
SALES MANAGER**

**BOX 211**

care PRINTERS' INK.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, OCTOBER 15, 1914

## Competing Estimates by Advertising Agents

Apparently there are still in existence a few concerns, calling themselves advertising agencies, which claim to be able to save vast sums of money for advertisers through "inside" rates in publications. Here is a sample solicitation, copied verbatim from a letter which a well-known advertiser refers to PRINTERS' INK for reprobation:

"Owing to the vast amount of business that we are constantly sending to the various publishers, we are able to secure a reduced price that enables us to quote you a saving of about 10 per cent on any periodical, and at least 5 per cent lower than any other agency in the United States." Following is the claim that the agency has saved \$30,000 for one advertiser, on an appropriation of \$200,000, and the letter winds up with the offer to "quote estimates" on a list of mediums. It should be quite needless to add that the concern in question is not recognized by the Quoin Club nor the American Newspaper Publishers' Association;

neither is it a member of the Advertising Agents' Association.

When this correspondence was submitted to an advertising agent who is not only noted for handling a large line of high-class business, but who has also achieved a reputation for clear-sighted vision on matters affecting the advertising industry, he replied:

"Some of the promises made in circular letters which are received by various of our clients from advertising agencies (?) are enough to make a man weep. They read like circulars from clairvoyants. As far as advertising agency competition is concerned, the matter of price in most cases is now a secondary consideration. What the prospective customer asks first is, What service have you to offer us? How are you going to increase our business? And he is more apt to be interested in the discussion regarding methods of manufacture and distribution, territory to be covered, number of salesmen, how the jobber and retailer should be handled, etc. Nowadays the discussion rarely starts with the old question, 'Will you handle this for 5 per cent?'"

Such a soliciting letter as we have quoted above might have had some basis in fact when advertising rates were much more chaotic than now. Some fifteen years ago, three manufacturing concerns, each of which had been a heavy advertiser, were united in a sort of trust, and we remember very distinctly having seen the comparative tabulation of the rates paid by the three competitors for space in a list of more than a thousand publications. If memory serves us, there was only one paper on the list in which the rates paid by all three concerns were absolutely uniform. In many cases the variation in rates for precisely the same service was amazing. But we believe that if such a comparison were to be made to-day, the results would tell a very different story.

Of course, we do not mean to imply that *all* mediums, or even all the *good* mediums, have gone

upon a strictly one-price-to-all basis. Unfortunately, and notwithstanding some conspicuous examples of absolute uniformity in rates, there still exists much more laxity than there should be in this direction. But, looking back ten, fifteen, or twenty years, we cannot help but be impressed that the one-price-to-all basis for accepting advertising contracts has gained greatly. Certainly no experienced space-buyer in a first-class agency to-day would be willing to admit that he could not name, either offhand or by reference to his files, the rock-bottom rates of all the worth-while mediums. He knows which mediums cut their prices materially and how much of a cut they will stand under a given set of circumstances. Unless he happens to be an unduly puffed-up individual, such an agency space-buyer realizes that he is not the only man in the business who possesses this information.

In other words, the tremendous discrepancy which used to exist some years ago between the figures of different agencies no longer holds true—at least, to nothing like the same extent. There was a time in the advertising business when a prospective advertiser would write to every advertising agent asking for an estimate on a certain list of mediums. The abuse became so great that at one time the late George P. Rowell established a rule to charge for all estimates, such charge to be rebated if the account was finally placed with him. Nowadays, if a request for an estimate were to be sent to half a dozen of the leading advertising agencies, there would not be any estimates to consider. The best advertising agencies of to-day do not give estimates of this kind, as this would be purely a brokerage proposition. They would reply to the advertiser, explaining what a service agency meant, and offering to call and consult with him upon the broad lines of what they could do to increase his business, and probably all of them would offer to handle it on the same terms. Some of the best might even ask

an additional fee for a preliminary investigation, if that were necessary.

The situation, in other words, has changed so much within comparatively a few years that when an advertiser receives a solicitation from an agent claiming to save untold thousands of dollars by reason of inside rates, his first move is likely to be to send the correspondence to PRINTERS' INK for ridicule, just as was done by the advertiser who inspired these remarks.

### **The Effective Sale Is the Consumer Sale**

"The best merchandisers I know," said an agency man the other day, "are the men who never forget that each jobber or dealer order is a composite of many distinct and individual consumer purchases. The effective sale is the consumer sale, and they never let the idea of selling in the mass blind them to the real sale which is the foundation of the whole structure. The only stable demand, which can be relied upon absolutely, is that based upon the satisfaction of the actual user of the goods; and their whole policy is developed from that premise, even though they may have no direct dealings with users of the product."

To illustrate his point, he told the story of a hardware jobber who secured the manufacturing rights in a patent dinner-pail for workmen. The best salesman in the organization was sent to a manufacturing district, with instructions to stock the dealers with the new product, devoting all of his time to the work. At the end of the first week the salesman had earned in commissions exactly four dollars and sixty-five cents. Selling in the mass (in dozen lots, in this case) proved to be uphill work indeed.

But the salesman happened to possess an analytical frame of mind, and his second week afforded an object lesson to his concern. Instead of laying siege to the dealers, he haunted the factory districts, waylaid the men as



they went to and from their work, and sold dinner-pails one at a time. Not only did his total sales for the week show an increase over the week previous, but he had laid the foundation for a demand on the dealers. He had tapped the source of real sales because he had been able to see a step beyond selling in the mass.

Previous to that time, if anyone had suggested to the concern that consumer advertising would help sell dinner-pails, his attention would have been called to the sign on the front window which read, "No goods sold at retail." That inscription would have been deemed sufficient answer. But the salesman's experiment threw a somewhat different light upon the subject, and the concern began to understand that instead of trying to sell dinner-pails for dealers its real object was to sell dinner-pails for workmen. The difference in the point of view made all the difference between a near failure and an unqualified success. Instead of "No goods sold at retail," the company began to realize that *all* its goods were eventually sold at retail, and that behind the sales in the mass were the sales to individual consumers, whose good will was the thing most to be desired.

### **Home Markets Are Not Exhausted**

The greenness of distant pastures is proverbial, and it is not to be wondered at that the markets of South America and the Far East look particularly attractive just now. Much has been said and written on the subject, to the end that business men might have a proper understanding of the opportunities which have been thrown open to them by the removal of European competition. PRINTERS' INK has carried on its share of the discussion, and has tried and is trying to give to export possibilities their due importance.

But all the talk of "world markets," inspiring though it be, is not the whole story. A few manufacturers may be impelled

to seek export business because of special industrial conditions, but of the great majority of American concerns it is true that they do not need to go after foreign business unless they choose to do so. Not one of them, we say it without fear of contradiction, has anywhere near exhausted the possibilities in its field. Who would not have said, for example, that the uses for gunpowder and dynamite were strictly limited, and the market well defined? Who would have thought that the market for yeast could be increased much faster than the increase of population? Yet readers of PRINTERS' INK know how the farmers have been taught to use dynamite, and how the Fleischmann Company not only finds more people to eat bread, but teaches them to eat *more* bread.

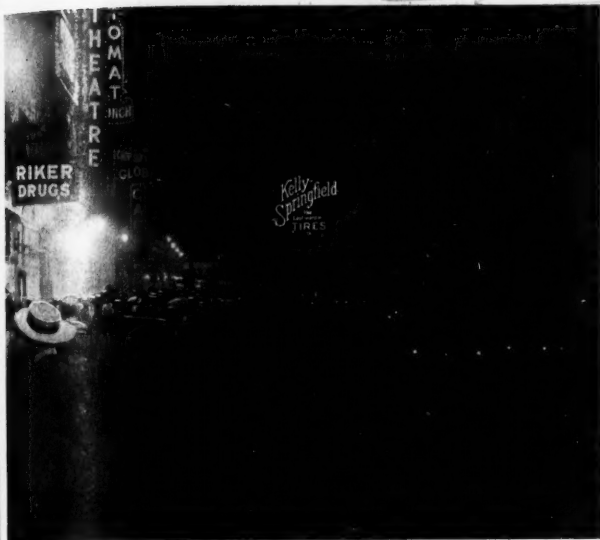
H. F. DeBower, of the Alexander Hamilton Institute, is authority for a story which aptly illustrates the possibilities which remain in markets which have apparently been thoroughly covered. When he was directing the sale of "Modern Eloquence" in Chicago, he says, a clean-cut and self-confident chap approached him, and asked for all the "leads" which his salesmen failed to sell. Not until a name was marked N. G. and definitely discarded did the stranger request it, but he said he could take those names and make money both for the company and for himself. Not only did he make good on his promise, but he actually led the entire organization for some time, working only on that part of the market which other men had passed up as hopeless.

As a nation, we have repeatedly been accused of wasting our natural resources. The disciples of Emerson and Taylor have pointed out and corrected many wastes in our producing organizations. There will probably never be a better time than the present for study of the wastes in sales and distribution. To do that does not mean for a moment that we minimize the importance of the markets on the other side of the world.

PRINTERS' INK

525  
13  
1575  
525

97  
68,25



## Local, National and Beautiful

This great electrical spectacular display shows down the "Great White Way" to several million people each month.

### **Mr. National Advertiser—**

Would it not pay you to invest \$25.00 or \$50.00 per day in the biggest city in the United States for an advertisement whose fame spreads throughout the country?

**The O. J. Gude Co N.Y.**

220 West 42nd Street  
New York City

## To Protect Purchasers of American Securities

A Plea for a More Rigid Law Governing the Issuance of Prospectuses—The English Law Bearing on the Case—Elimination of Directors Who Do Not Direct—Comments on Recent Article

By Claude L. Matthews

Vice-President, W. N. Matthews & Brother, Inc., St. Louis, Mo.

I HAVE read Mr. Whelan's article in the September 10th issue of PRINTERS' INK on "How American Securities Could Be Sold at Home" with considerable interest.

It seems to me that the present European war has demonstrated to us very forcibly the advisability, if not necessity, for marketing our securities at home. This country would be in very much better shape at this time if it had foreseen the contingency of a general European war.

I believe, however, that there is a great big obstacle in the pathway of those who would successfully market American securities in America.

Beginning with Thomas W. Lawson's "Frenzied Finance" articles in *Everybody's Magazine* and running down through the Pujo committee investigations; then on top of that the Frisco railroad and the New York, New Haven & Hartford scandals, to say nothing of a lot of minor local affairs that occur in almost every city of the country in which the stockholders are the losers, the American public have more and more withdrawn from the market. They can't be blamed for doing so, with this record before them.

What we need is to pass a law similar to that passed in England with respect to the issuance of prospectuses. In England the amount of profit that the promoters are to get is placed on the prospectus, together with the names of the promoters. The accountants who certify to the correctness of the figures in the prospectus are also named. These,

together with the bankers, directors and officials signing their names to this document, are all made individually, both civilly and criminally liable for the truthfulness of the statements made in the prospectus.

This means that a man who goes into a new business venture and lends his name to it as a promoter, director, officer, accountant or banker must be sure that the facts as stated in the invitation to the prospective stockholder to buy securities of this company are true in every respect. He knows that he must know all about the proposition or that he is likely to be made to pay back the loss of one or all stockholders who can prove that the statements made in the prospectus are not facts.

This eliminates the "rubber stamp" director. It makes for directors who *direct*. It eliminates a great many shady schemes that are designed by their promoters for the purpose of filching money out of the pockets of the unwary purchasers of stock. It puts all of the cards on the table so that the prospective purchaser of the stock can look them over and is in a position to judge regarding the possibilities of profit and dividends that may come to him as the result of his purchases.

It is this law which makes it possible to float immense security issues in England and have them over-subscribed several times by artisans, small shopkeepers and others who have from a hundred to a few thousand dollars saved up.

Mr. Whelan's suggestion that the securities be issued in shares of one hundred dollars or even less is a good one and fits in with this proposed prospectus law nicely.

Also it fits in nicely with the PRINTERS' INK statute, which will make all advertising absolutely honest, if adopted by all the States of the Union. Furthermore, it fits in nicely with the Public Service Commissions and the Interstate Commerce Commission, which have recently become such

large factors in protecting the public against the issuance of watered securities, to say nothing of protecting public service companies against the attacks of the demagogues of the different States and the Government.

I would suggest to anyone interested that he read the English law on the subject. It is contained in Sections 80 to 84 of the Companies Consolidated Act of 1908, on file in most law libraries.

### Burnham with B. & R. Rubber Company

Chester C. Burnham has taken charge of the newly organized advertising department of the B. & R. Rubber Company, of North Brookfield, Mass., which is conducting a campaign to the retailer and shoe manufacturer in the interest of Armortred Rubber Sole. Mr. Burnham is known in New England through his connection with the Jacobsen Publishing Company, Boston, where he served for three years as advertising manager for their national shoe and leather market-fairs held in Mechanics Building, Boston.

#### CIRCULATION OF

### THE ATLANTA JOURNAL

ATLANTA, GA.

Statements made under oath to the U. S. Government.

DAILY (Excluding Sunday)

Six months ending September 30, 1914.....	60,636
Six months ending March 31, 1914.....	55,848
Gain.....	4,788

#### SUNDAY

Six months ending September 30, 1914.....	67,724
Six months ending March 31, 1914.....	61,976
Gain.....	5,748

ADVERTISING IN THE JOURNAL SELLS THE GOODS

## Any Screen Halftone Plates ON COPPER

from the regular run of copy

### AT 8 CENTS PER SQUARE INCH

Minimum, 80 cents.

Lower prices on large orders and coarse screen zinc halftones at 7 cents, minimum 75 cents. The quality of my plates is the same as those I made when in New York, and is guaranteed equal to any you can get elsewhere. These low prices are possible because of the saving caused by my PATENT SIMULTANEOUS EXPOSURE CAMERA.

Orders called for and delivered free in New York City.

Telephone 476.

HARRY C. JONES

Norwalk, Conn.

COMMERCIAL FILMS

# SLIDES

HAROLD IVES COMPANY INC.  
Metropolitan Life Building New York

# SLIDES

MOTION PICTURE THEATRE ADVTG.

## Is "Made in America" the Right Phrase?

Washington, D. C., Sept. 25, 1914.

Editor of PRINTERS' INK:

Your recent discussion of the advantages of using the label, "Made in the United States," raises an interesting question. "Made in America" would be better, because the people of the United States are almost universally known to foreigners as Americans. Even our Canadian brothers so call us, and the letterheads of our ambassadors abroad bear the legend "American Embassy."

The Germans in reaching out for our trade recognize that our people are not all linguists, and all the labels we now see read "Made in Germany" and not "Deutsche Fabrikation." Presumably the labels used in Spanish-speaking countries read "Hecho en Alemania." So if the use of American labels be adopted for the export trade, they ought not to read "Made in America," but rather "Amerikanische Fabrikation," "Hecho in America," "Fait en Amérique," etc. We must conform to the language and customs of the people with whom we deal.

G. H. POWELL.

F. A. Larson, publisher of *Svenska Amerikanaren*, announces that he has purchased from the Hemlandet Company the title, subscription list and good will of *Gamla och Nya Hemlandet* and that the *Svenska Amerikanaren* will hereafter be published under the title *Svenska Amerikanaren Hemlandet*.

## Favors Wording, "Made in the United States"

COLUMBIAN ROPE CO.,  
AUBURN, N. Y., Oct. 6, 1914.

Editor of PRINTERS' INK.

Appropos of the talk among our manufacturers concerning the slogan "Made in America," let's make it "Made in the United States." It's more definite, and less confusing to foreigners, who are likely to, and do in a great many cases, consider "America" as meaning the United States, Canada, Mexico, etc.

Here's another point we've overlooked in our excitement. Are we going to send goods to South America labeled in English? Fancy Don Juan Miguels in some South American country getting, we'll say, a piece of furniture labeled (in English) "Made in the United States." You can see that the average foreigner wouldn't "get wise."

Imagine some of our Americans, who do not understand German, receiving an article labeled in German type, "In Deutschland Gemachte." Not quite as clear to us as the phrase "Made in Germany," is it?

Just as an ad loses its force when not clear and intelligible, so will the use of this slogan fail in its purpose unless we translate it for the consumer's benefit.

Possibly manufacturers will take the hint and come forward with the translation of "Made in the United States" into Spanish, Portuguese, French, German, Russian, Italian, etc.

E. P. KORE.

## Just 3 reasons why you should use Medical Council service

- 1st—Larger circulation than any other monthly medical journal—average thus far for 1914 28,000 copies each issue.
- 2nd—Scrupulous advertising policy—only high standard advertising accepted.
- 3rd—Rates lower per thousand than any other medical monthly. Ask your agent about



420 Walnut St.

**MEDICAL COUNCIL** Philadelphia

Easiest selling merchandise in the store

# 1847 ROGERS BROS.

"Silver Plate that Wears"

Wm. Cromwell  
A design of beautiful simplicity.  
Sold by leading dealers.  
INTERNATIONAL SILVER CO., MEMPHIS, TENN.  
SUCCESSORS TO ROYAL DARTMOUTH CO.  
The World's Largest Makers of Sterling Silver and Plate.

Send for catalogue "P."

A good man has an unusual opportunity to engage in the advertising agency business.

My own personal billing for a number of years has aggregated a million dollars annually.

My capital is ample, my copy and buying departments are complete.

No customer pays less than 15% and none will be accepted at a less figure. I want only a man who can bring representative accounts and who will earn in service to the customers all of that part of the service fee which he retains for his work and expenses.

Another way would be to say I will put my organization and capital back of a man who can give the additional service that is needed on strictly first class representative accounts on a basis that will be best for all concerned.

All communications will be held confidential.

Address "D. A.," Box 215,  
Care of PRINTERS' INK.

# The Little Schoolmaster's Classroom

THE Schoolmaster used to think that he was doing something very original in pointing out that campaigns, whether of warfare or advertising, were progressive affairs—that they could not be mapped out completely beforehand. The other day he had the following paragraph from the writings of Field Marshall Von Moltke of Germany pointed out:

It is a delusion to believe that a plan of war may be laid for a prolonged period and carried out at every point. The first collision with the enemy changes the situation entirely according to the result. Some things decided upon will be impracticable; others which originally seemed impossible become feasible.

Change the word *war* to the word *advertising* and *enemy* to *competition* or *the public* and the thought will apply to advertising very aptly.

\* \* \*

The Du Pont Powder people furnish professional blasters with signs and other advertising material. Recently as a Du Pont blaster was tacking up one of his signs a farmer, going by, stopped. "How could I get in touch with that fellow?" asked the farmer. "Right here," said the blaster, "I'm him." Has anybody a record of a quicker return from sign advertising?

\* \* \*

A mail-order advertiser selling a \$3 article to people mostly in the country and smaller towns concluded to try a stunt. He offered a prize of \$50 to the young woman in his employ who could get the best return on a certain number of letters. He himself wrote a letter, setting forth, over the young woman's name, that the boss had made the \$50 offer, that it would give her a good vacation that she might not otherwise get, that while orders were not wanted on a charity basis, she knew her employer gave value received and she appealed for a quick order to help her out. A post-card picture

was enclosed. Yes, indeed, it worked. In addition to a satisfactory number of orders for goods, a number of offers of marriage came in, and one letter came from a man's wife; this was addressed to the employer and called attention to the fact that one of his good-looking stenographers had been corresponding with this lady's husband; she didn't like that and would he please put a stop to it! Yes, ma'am!

\* \* \*

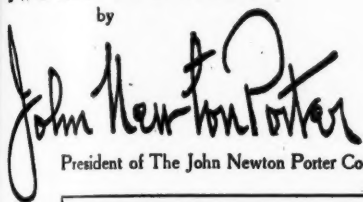
Mr. Grant, of the National Cash Register Company, speaking before the 1914 convention of the Association of Corporation Schools, said that in teaching the N. C. R. salesmen his company was emphasizing a "step of the sale" that no book or course on salesmanship seemed to have covered—that is, "preparation for approach." Approach, he declared, was unwisely regarded as the first step. Mr. Grant is certainly correct as to the importance of teaching "preparation for approach," but this is no new thing in salesmanship instruction; in a set of salesmanship books in the Schoolmaster's library large units are devoted to the study of the product, study of the customer, the principles of argumentation, the importance of demonstration, etc. These books were issued several years ago and lay great emphasis on the importance of full preparation, on having the salesman go to the prospective purchaser prepared to render real service rather than to merely separate him from a certain sum of money by clever sales methods.

In our enthusiasm for subjects of new interest we are apt to overlook what has already been accomplished. The publisher of *System* is responsible for the statement that the principles of efficiency, about which there has been much talk in the last year or so, were covered well in a



## TWO-MINUTE TALKS

by



President of The John Newton Porter Co.

9

Joe Mitchell Chapple, in a recent speech, called posters the *heavy artillery* of advertising, magazines and weeklies the *cavalry* and newspapers the *infantry*, but he overlooked the commissariat, which Napoleon said was the *backbone* of the army.

### PREMIUM ADVERTISING IS THE COMMISSARIAT, gentlemen.

WHAT DOES IT MEAN that such big concerns as Quaker Oats Co., American Tobacco Co., Swift & Co. (Soap, etc.), James Pyle & Son (Pearline), Wm. Wrigley & Co. (Chewing Gum), the J. B. Williams Co. (Soap), and many others are diverting much of their advertising appropriations into premiums?

What does it mean? Why, it means that PREMIUM ADVERTISING BRINGS RESULTS; it gets the business and it HOLDS.

Broad minded business men can't permit prejudice to stand against facts.

Coming right down to brass tacks—even the periodicals that carry *your* advertising owe a mighty big part of *their own* success (circulation) to premiums.

How much greater are the business-building possibilities of Premium Advertising for Food Products, Beverages, Household Articles, Tobacco and other articles of daily consumption!

I can install and conduct a premium department for you *without tying up a cent of your capital in premiums* or without your paying for coupons that are never redeemed.

I can give you the co-operation of practically all the popular premium vouchers in America. Ask me how.

My Company is the largest, exclusive premium organization in the United States, and under my personal supervision has originated most of the successful premium ideas of the last fifteen years.

We have the means, the men and the methods to handle any premium proposition. Confer with us about yours.

## THE JOHN NEWTON PORTER CO.

The National Premium Clearing House  
Dept. 18A 253 Broadway, New York

For Previ-  
ous Talks  
See P. I.  
Feb. 26,  
Mar. 26,  
Apr. 30,  
May 28,  
June 25,  
July 23,  
Aug. 20,  
Sept. 17.

### NEWSPAPER SERVICE MANAGER

Northerner, now Service Manager of largest evening newspaper in the South wants to locate with growing newspaper or advertising agency in the North. Formerly five years with big Advertising Agency in the East. Age 29. Salary \$2,900. Samples of copy that assisted in closing nearly 100 yearly contracts with local advertisers for paper on a basis of daily or three times a week insertion will be furnished. Correspondence solicited. Address "M. F.," Box 210, care Printers' Ink.

### The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

**LIFE ANNUITIES**—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

**LIFE INSURANCE.** In 1914 I reduced annual premiums for two clients on policies taken 1913, for one 21%, for another 40%, giving superior contracts in each case.

J. A. STEELE, 170 Broadway, NEW YORK

### THE "PARCEL POST NEWS"

a National weekly trade newspaper, positively the only publication in the United States devoted to the Parcel Post service, reaches more than ten thousand big Parcel Post shippers each week.

Advertising rate \$.05 per agate line. Subscription rate \$1.00 per year, or will accept special three months trial subscription for \$.25. No sample copies.

The "Parcel Post News"  
Marinette, Wisconsin

### Lincoln Freie Presse

GERMAN WEEKLY  
LINCOLN, NEB.

Takes the place of 200 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 131,428

book published fifty or more years ago.

\* \* \*

You can chart the principles of salesmanship, chart your organization, drill all your salesmen into your favorite method of presenting the company's argument, and so on, but never lose sight of the fact that the salesman's particular personality must be allowed some room. The personal relation of the salesman to the dealer is always going to be a strong factor in selling campaigns. Some time ago a great clothing concern finally succeeded in inducing a much-to-be-desired dealer to change his line and take on theirs. It had been a case of siege and the dealer finally capitulated to a business argument that he could not escape. But even as he signed the agreement, he said, feelingly, "What on earth am I going to say to Bill Plunkett!"—Bill being the salesman of the other line of goods.

\* \* \*

Both the salesman and the advertising man looked perhaps a little too spick and span to suit the notions of this small-town dealer. They had been trying to make him see that he should change from a non-advertised line to a line which was well advertised and would be forced in his particular community by certain co-operative plans.

"You never worked in a country store, did you?" he asked.

The advertising man fortunately had a swift return. "Yes, sir," said he, "I am rather proud of the fact that I lived all the early part of my life in the country and that my father was a village merchant."

The old merchant smiled. "Well, you know," said he, "we have a lot of young men not long out of college coming around here and telling us just how to do business. They don't know things as we know them out here in the country."

This incident seems to suggest that considerable strategy and tact are required in getting dealers and others to see things as

you want them seen without giving them apparent instruction or posing as having superior knowledge of their particular line of merchandising.

\* \* \*

One manufacturer of memo books, fobs, etc., tries by letter or oral description to give the prospective purchaser a picture of what is in his—the designer's—mind. Another manufacturer makes up a dummy or a faithful sketch, puts it before the prospective buyer and says, "This is it." Who wins—everything else being equal or nearly equal? You know the answer. A great many people have little imagination, and they can't see things clearly unless they have the tangible material before them. Models, dummies, photographs, layouts and sketches cost money, but they are indispensable if you are after all the business obtainable.

\* \* \*

He is of the new school—this salesman. Said he to a prospective customer with whom he had had sufficient reason to exchange confidences: "The next half hour on the train will be spent in analyzing this talk with you, in seeing where I talked uselessly, in putting down what you have said to me that I ought to keep in mind between now and my next call, so perhaps I can study out just what will meet your needs."

### McKee Opens Service Office for Mahin

Homer McKee has returned to the Mahin Advertising Company and has opened a service office, of which he will have charge, in Indianapolis. When Mr. McKee was with the Mahin Company four years ago he secured the account of the Cole Motor Car Company and for two years past has been its sales and advertising manager.

### W. C. Walsh With New York "Tribune"

William C. Walsh has been appointed promotion manager of the New York Tribune. He was recently promotion manager of the New York American and formerly was with the advertising department of Gimbel Brothers, New York. He also has had an extended experience in the agency field.

## SALESMEN WANTED

Outdoor Paint, Poster and Electrical Advertising Plant, New York Metropolitan District, requires the services of two clean-cut salesmen with practical experience and a successful record. Unusual opportunity for live, forceful men capable of earning from \$4,000 to \$6,000 per year.

Liberal drawing account allowed on commission basis.

Address, giving age, experience, reference, etc.,

**"PERMANENT"**

Box 209, PRINTERS' INK  
12 West 31st Street  
New York City

## THE ROCKFORD, ILL. Register-Gazette's

Sworn average for  
September, 1914, was

# 14012

due to recent consolidation  
of The Semi-Weekly  
and Daily Editions.

No Agricultural List Is Complete Without

## UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month

—Pays Farmers Who Read It—

—So, Pays Advertisers Who Use It—

Samples, Rates, Particulars Cheerfully Given

## UP-TO-DATE FARMING

Indianapolis, Indiana

New York

Chicago

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y.  
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER**, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**PACIFIC COAST FARMERS** of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

### (Government Statements)

## The Augusta Herald

Augusta, Ga.

Oct. 1st, 1913 - 9,653  
Apr. 4th, 1914 - 9,906  
Oct. 2nd, 1914 - 11,179

The Augusta Herald guarantees a circulation in Augusta approximately twice as large as that of any other newspaper. Advertisers and agencies are invited to test the accuracy of these figures in comparison with the claims of any other Augusta newspaper.

### Foreign Representative

**Benjamin & Kentnor Company**  
New York Chicago

### ADVERTISING SERVICE

**FORCEFUL COPY**—the kind that grips the attention and produces results—is what you get when we prepare your advertising matter—follow-up letters, booklets, advertisements, etc. At it 15 years. Write for proof. **A. D. WIDDER CO.**, 151 Broadway, Brooklyn, N. Y.

### BILLPOSTING

**8¢ a Sheet Posts R.I.**  
(LISTED, PROTECTED AND GUARANTEED SHOWING ADDRESS, LAPHAM BUILDING, PROVIDENCE, R. I.)  
**Standish-Barnes Co.**

### HELP WANTED

### Advertising and Sales Manager

A Cleveland, Ohio, Ladies' Coat and Suit Manufacturer—making a well-known trade marked, nationally advertised line, desires a man of experience and initiative, capable of organizing and conducting advertising and sales department on lines that will secure greatest results from National advertising. Personality and experience such as will command respect and co-operation of sales force indispensable requisites. Address, giving full details as to experience and salary expected. Box UU-680, care of Printers' Ink.

**SALES MANAGER** wanted about January 1st by leading manufacturer of trade-marked, advertised lines of table, toilet, smoking and lighting specialties, in Cut Glass, Silver Plated Glass and China, and Stamped Metal Specialties, marketed through Jewelry, Department, House Furnishing, Stationery, Drug, Cigar, Premium and 5, 10 and 25c. stores. Must be thoroughly experienced in routing and handling salesmen and selling agents, wholesale mail order department, retail mail order department, trade advertising, Sales Aid Service to customers, trade and consumer inquiries, and all of the details of Sales and Advertising Departments. Prefer man experienced in selling same or similar lines to same trade. Must be Christian, 30 to 35, and willing to live in Jersey. Salary or salary and commission. The right man can quickly make this job worth \$5,000 a year, and eventually acquire stock interest in company. Address in confidence, giving full particulars, samples of selling literature, systems, etc., with photo, if possible, and self addressed envelope for return. **STANLEY WILCOX**, 548 Riverside Drive, New York City.

### LETTER WRITERS

**POSTAL** brings booklet and form letter selling a \$1 book-for-all business-men. Mailed to lots of business-men they have made as high as 35¢ cash sales—record breaking, so far as I know. **E. M. DUNBAR**, 2 Rowena St., Boston, Mass.

### POSITIONS WANTED

I offer myself as a thoroughly experienced, skillful Adv. and Sales Mgr. (45) with a thrifty sense of

### Making Things Pay

Address Box UU-687, care of Printers' Ink.

**LIVE WIRE** advertising manager - solicitor seeks new connection on central or north-west newspaper or agricultural journal. Address Box UU-689, care of Printers' Ink.

### First-Class Job and Newspaper

Printer, half through 1. C. S. Complete Advertising Course, with average grades of 95%, seeks opening. Address, Box UU-681, Printers' Ink.

**ADVERTISING MANAGER** or agency will find this young man an asset in many ways. Has a college education; writes lucid productive "copy," and possesses broad prospective of modern business and finance. Now employed. Highest credentials. Box UU-684, Printers' Ink.

**AN ASSISTANT** to advertising man, by young woman who has had agency and magazine experience. Have brains plus energy. Am optimistic and eager to help "top-notchers." Can do the "pesky" things a busy man hasn't time for. Address, Box UU-685, care of Printers' Ink.

**ADVERTISING SOLICITOR**—Experienced, reliable, successful business producer, well known in New York City and over Eastern territory, including New England, open for engagement on general or class publication; salary or commission basis; best credentials. Box PQ-580, care of Printers' Ink.

**ADVERTISING MANAGER** with over ten years' experience in handling national advertising campaign wishes to make change. Writes strong copy; has wide knowledge of printing and can design attractive posters and booklets. Understands the routing and care of salesmen. Address, Box UU-682, care of Printers' Ink.

### WANT A YOUNG ADV. MGR.?

Now advertising manager successfully handling small national account of prominent manufacturer. 7 years' thoro training with agency, etc. Present war necessitates change. Not high salaried. 27. Unmarried. Glad to send full details and samples. Address, Box UU-683, care of Printers' Ink.

### ADVERTISING EXPERT

desires position. Forceful adv. writer, thorough knowledge of mediums and space values. Competent to conduct any sort of an advertising campaign. Highest credentials as to ability and character. Address, Box UU-688, care Printers' Ink, New York.

### Lady Manager and Advertising Copy Writer

Wants executive, promotive position. Capable accountant, correspondent, advertising copy writer, clerical force and departmental manager. A-1 references. Address, TT-655, care Printers' Ink.

**POSITION ANYWHERE**, advertising or allied lines—ordinary salary to start. Experience: advertising writer, manager. At present employed. Good correspondent. Keen analyst; good judgment. His work highly commended by an advertising authority. Previously—successful experience newspaper and feature writer; also as auditor and office manager. Good references. Hard worker, thorough and quick to absorb; tactful. 29 years. Box UU-690, care Printers' Ink.

## A WRITER

**TRAINED** in the harness by the big men of magazine, newspaper and dramatic literature. Broadened and commercialized by a series of advertising connections, embracing department-store, railroad, theatrical, newspaper ad service and agricultural implement businesses—now an executive assistant—wants to take the next best step. Would like to write the copy for a broad National campaign on some line which requires a new human interest slant. Wherein literary experience and common sales-logic might combine to dress the costly white space with a touch of the editorial shrewdness which puts commercial value into the "reading matter,"—and sells the publication. The "price" is rather a modest figure. Address, Box UU-686, care of Printers' Ink.

### PUBLISHING BUSINESS OPPORTUNITY

**WAR REVERSES** the trend of prices of Publishing Businesses. Get started now and enjoy opportunity when peace is established. HARRIS-DIBBLE COMPANY, 71 West 23rd St., New York City.

### STANDARD BOOKLETS

**HIGHLY SPECIALIZED** ability to write and design, and facility to print small and large editions of booklets, standardized 3 1/2 x 6, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 28-32 So. 3rd St., Philadelphia, Pa.

## "Dead" Names

PRINTERS' INK subscribers will help their own cause as well as ours by notifying us when changes in organization or departments call for corrections on our mailing list. It is our desire to keep our subscription list absolutely up to date in order to give our readers the best possible service.

**Printers' Ink Publishing Co.**  
12 West 31st Street, New York

## Roll of Honor

### ALABAMA

Birmingham, *Ledger*, dy. Average for 1913, 29,003. First 2 months, 1914, 30,340. Best and cleanest advertising medium in Alabama.

### ARIZONA

Phoenix, *Gazette*. Government statement April 1, 1914, 8,644, gross, 7,001; June aver. 6,137.

### CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,236 daily, 2c.; Sunday, 15,630, 5c.

Waterbury, *Republican*. Examined by A. A. regularly. 1913, Daily, 8,666; Sunday, 5,532.

### ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 8,591.

Peoria, *Evening Star*. Circulation for 1913, Daily, 21,686; Sunday, 10,876.

### INDIANA

South Bend, *Tribune*. Sworn average August, 1914, 14,324. Best in Northern Indiana.

### IOWA

Burlington, *Hawk-Eye*. Average 1913, daily, 9,818; Sunday, 10,818. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average May '14, 69,234; Sunday, 45,555. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 5th year; Av. dy. 1913, 9,231. April daily average, 14,783.

### KENTUCKY

Louisville, *Courier-Journal*. Average 1913, daily, 30,669.

Louisville, *The Times*, evening daily, average for 1913 net paid \$1,328.

### LOUISIANA

New Orleans, *Item*, net daily average for 1913, 55,664.

### MAINE

Augusta, *Kennebec Journal*, daily average 1913, 10,857. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1913, daily 10,810.

Portland, *Evening Express*. Net average for 1913, daily 19,637. Sunday *Telegram*, 12,003.

### MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 66,883; daily, 76,733. For Sept., 1914, 77,971 daily; 62,320 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS

## Boston Globe

Average Gross Circulation 1913:  
177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 199,136; Sunday, 287,410.

Advertising totals: 1913, 8,334,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.  
Lynn, *Evening Item*. Daily sworn av. 1911, 16,987; 1912, 18,338; 1913, 15,673. Two cents.  
Lynn's family paper. Covers held thoroughly.  
Salem, *Evening News*. Actual daily average for 1913, 19,498.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Largest circ.

### MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for first 7 months, 1914, 111,714.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,783; Sunday *Tribune*, 169,163.

### MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 125,602.

### NEW JERSEY

Camden, *Daily Courier*. Daily, Oct. 1st, 1913, to Mar. 31, 1914, 11,063.

### NEW YORK

Buffalo, *Courier*, morn. Av., 1913, Sunday, 103,269; daily, 61,755; *Enquirer*, evening, 67,884.

Buffalo, *Evening News*. Daily average, for 1913, 92,379.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1913, 23,006. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

### NORTH CAROLINA

Charlotte *News* has absorbed the *Chronicle*. It is the best advertising proposition in this territory.

Winston-Salem, *Daily Sentinel* (e) av. June, '14, 5,106. *Semi-Weekly Sentinel*, av. June, '14, 7,416.

### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,094. For Sept., 1914, 134,920 daily; Sunday, 160,326.

### PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mos. 1914, 23,801; 23,880 av., Sept., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia. The *Press* (©©) is Philadelphia's Great Home Newspaper. Besides the *Guarantee Star*, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,989; the Sunday *Press*, 170,667.

Washington, *Reporter and Observer*, circulation average 1913, 13,876.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1913, 16,136. In its 42nd year. Independent. Has Chester Co. and vicinity for its held. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.





**WILMOT-SARRE, Times-Leader**, eve. net, sworn, for 1913, 19,187. "Charter Member A. B. C." **TORONTO, Dispatch and Daily**. Average for 1913, 11,111. Covers its territory.

## RHODE ISLAND

**Providence, Daily News**, (evening) 66th year. Circulation for 1913, 4,718. **Providence, Evening Times**. Average circulation for 1913, 21,628—sworn.

**Providence, Daily Journal**. Sworn average net paid for 1913, 19,098 (©©). Sunday, 30,494 (©©). **The Evening Bulletin**, 47,802 sworn average net paid for 1913.

**Westerly, Daily Sun**. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Average, 1913, 8,650.

## SOUTH CAROLINA

**Columbia, State**. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,626. Jan., 1914, average, daily and Sunday, 23,014.

## VIRGINIA

**Roanoke, The Bee** (eve.). Average, Sept., 1914, 6,104.

## WASHINGTON

**Tacoma, Ledger**. Average year 1913, daily and Sunday, 21,681.

**Tacoma, News**. Average for year 1913, 11,111.

## WISCONSIN

**Janesville, Gazette**. Daily average, Sept. 1914, daily 7,631.

**Racine (Wis.) Journal-News**. Daily average circ. Jan. 1st to Dec. 31st 1913, 6,832.

## SASKATCHEWAN, CANADA

**Regina, The Leader**. Average, for 1913, 12,862. Largest circulation in Saskatchewan.

## Want-Ad Mediums

## CONNECTICUT

**New Haven Register**. Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,256.

## MAINE

**The Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

## MINNESOTA

**The Minneapolis Tribune**, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 111,417 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

## MARYLAND

**The Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## NEW YORK

**The Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## PENNSYLVANIA

**The Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**The Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## Gold Mark Papers

## ILLINOIS

**Bakers' Helper** (©©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. **The Inland Printer**, Chicago (©©). Actual average circulation for 1912-13, 17,266.

## MASSACHUSETTS

**Boston, American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (©©). **Boston Evening Transcript** (©©), established 1830. The only gold mark daily in Boston. **Worcester L'Opinion Publique** (©©). Only French daily among 75,000 French population.

## MINNESOTA

**The Minneapopolis Journal** (©©). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

## NEW YORK

**Brooklyn Eagle** (©©) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (©©), the recognized authority of the Dry Goods and Department Store trade.

**Hardware Dealers' Magazine** (©©). Specimen copy mailed on request. 263 Broadway, N. Y.

**New York Herald** (©©). Whoever mentions America's leading newspapers mentions the New York Herald first.

**Scientific American** (©©) has the largest circulation of any technical paper in the world.

## PENNSYLVANIA

THE PITTSBURG  
(©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

**Providence Journal** (©©), only morning paper among 600,000 people. "The R. I. Bible."

## TENNESSEE

**The Memphis Commercial Appeal** (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

## WISCONSIN

**The Milwaukee Evening Wisconsin** (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.



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## ADVERTISING RATES

\$120 double page	\$30 half page
\$60 a page	\$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch	

# Fifth Government Statement of The Chicago Tribune

The net paid circulation of The Chicago Tribune for the current period provided by the Postal Laws was as follows:

Period Covered	Week Day Average	Sunday Average
Six months ending September 30, 1914.	303,316	459,728

THE TRIBUNE COMPANY,

by Robert R. McCormick, President.

Sworn to and subscribed before me this First day of October, 1914.

ALFRED T. WARD, Notary Public.

The net paid circulation of The Chicago Tribune as reported under oath to the United States Government under the Newspaper Publicity Law since its enactment appears below:

Period Covered	Week Day Average	Sunday Average
Six months ending September 30, 1912.....	220,500	304,325
" " " March 31, 1913.....	245,449	363,119
" " " September 30, 1913.....	253,212	366,918
" " " March 31, 1914.....	261,278	406,556
" " " September 30, 1914.....	303,316	459,728

For the benefit of its advertisers, The Tribune desires to state that its present net paid daily city circulation is greater than the combined net paid daily city circulation of the other Chicago morning papers.

The Tribune's present net paid city Sunday circulation is nearly three times as large as that of one of the other Chicago Sunday papers, and at least 15 per cent greater than that of the other one.

In total net paid circulation The Tribune, both daily and Sunday, is far in excess of either of the other Chicago morning papers.

As a result of this circulation supremacy, The Tribune prints nearly as much advertising as the other Chicago morning papers combined. Here is the official record for the month of September, 1914:

Advertising printed by the Chicago morning papers for September, 1914:

The Tribune.....	3,349.28 columns.
The other Chicago morning papers combined.....	3,531.79 "

## The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco